



Precision Medicine Online Reader Profile as at July 2023

Average Monthly Visitors = 46,679

ORGANIZATION TYPE	Pharma / Bio	Non-profit Research	Service Providers	IVD Developers	Clinical Labs / Hospitals	Vendors	Prof Services
Pharmaceutical/Biopharmaceutical Company	9,814						
Ag-Bio Company	401						
Core Lab		370					
Academic/University/Nonprofit Research Institute		11,109					
Government Agency		942					
Contract Research Organization			919				
Genomic Services Provider			1,186				
Diagnostic Developer				1,930			
CLIA Lab: Hospital					182		
CLIA Lab: Independent					676		
CLIA Lab: Physician/Group Practice					153		
Hospital/Medical Center					10,137		
Private/Group Medical Practice					1,687		
Instrument Manufacturer/Vendor						1,212	
Management Consultant/Venture Capital/Law Firm							2,770
Public Relations/Advertising Firm							2,120

JOB FUNCTION	Pharma / Bio	Non-profit Research	Service Providers	IVD Developers	Clinical Labs / Hospitals	Vendors	Prof Services
Department Head/Principal Investigator/Professor	480	988	116	93	469		
Executive/Corporate Management	3,128	896	475	620	2,190		
Finance/Operations/Legal	205	66	61	54	179		
Genetic Counselor	42	279	121	107	1,561		
Grad Student/Postdoc	95	523	48	39	268		
Hospital Administrator	30	32	29	25	93		
Lab Manager/Director	441	143	196	145	451		
Lab Technician	73	111	54	62	272		
Non-physician healthcare provider	241	156	107	39	778		
Physician	325	476	201	121	2,130		
R&D	1,047	246	260	220	339		
Sales/Marketing/Business Development	2,899	245	781	534	927		
Scientist/Researcher	1,355	1,183	416	294	1,099		