



Precision Medicine Online Reader Profile as at July 2024

Average Monthly Visitors = 44,949

ORGANIZATION TYPE	Pharma / Bio	Non-profit Research	Service Providers	IVD Developers	Clinical Labs / Hospitals	Vendors	Prof Services
Pharmaceutical/Biopharmaceutical Company	9,306						
Ag-Bio Company	447						
Core Lab		452					
Academic/University/Nonprofit Research Institute		11,122					
Government Agency		1,189					
Contract Research Organization			972				
Genomic Services Provider			1,560				
Diagnostic Developer				2,165			
CLIA Lab: Hospital					282		
CLIA Lab: Independent					818		
CLIA Lab: Physician/Group Practice					178		
Hospital/Medical Center					10,227		
Private/Group Medical Practice					2,727		
Instrument Manufacturer/Vendor						1,005	
Management Consultant/Venture Capital/Law Firm							2,813
Public Relations/Advertising Firm							2,022

JOB FUNCTION	Pharma / Bio	Non-profit Research	Service Providers	IVD Developers	Clinical Labs / Hospitals	Vendors	Prof Services
Department Head/Principal Investigator/Professor	488	1,231	177	136	438		
Executive/Corporate Management	3,022	946	682	752	1,697		
Finance/Operations/Legal	213	89	62	55	126		
Genetic Counselor	46	318	155	63	1,194		
Grad Student/Postdoc	94	552	52	36	197		
Hospital Administrator	26	42	27	21	68		
Lab Manager/Director	170	209	133	103	342		
Lab Technician	65	126	49	55	195		
Non-physician healthcare provider	234	179	109	41	605		
Physician	338	552	218	124	1,786		
R&D	1,214	332	328	335	342		
Sales/Marketing/Business Development	1,848	270	634	386	579		
Scientist/Researcher	1,346	1,414	495	353	908		