

*Field the Difference*

## OVARIAN CANCER STUDY

Successfully recruited a **EU5 + US HCP** study on the topic of Ovarian Cancer. This included **multiple nested subquotas on specialty** (GYN Onc verses Hem/Med Onc), as well as **practice setting and private verses public institutions**. SHC's expertise and consultative help was critical in the **identification of several areas of questionnaire changes** to align with specific market needs, leading to a successful fielding outcome.



## TOP 3 CHALLENGES FACED

1. The client was not getting a response from the IT GynOnc group. In their screener, they were not allowing OBGYNs to qualify, which was causing a restriction on production:

**SHC suggested they set their screener to allow OBGYNs to qualify and segment as GynOncs in FR/DE, as we have noted that GynOnc typically advances through OBGYN across the EU roadmap.**

2. The client was trying to get private versus public subquotas within the community-based FR physicians:

**SHC noted that the survey translation done by the client did not take into consideration some elements with "independent" in the answer choice selection text, as "independent" could be translated/interpreted as a "private" community practice. What appeared to be an appropriate selection option in the US market, SHC found to be cause for concern in other markets when translated.**

3. The end pharma client set several levels of quotas that, whilst in field, proved to not be reflective of the universe/marketplace

**To help assist in providing SHC's client with the proof that adjustments to the quotas were necessary, SHC provided a detailed breakdown of the qualification rate within each quota bucket, identifying how these nested quotas were impacting the study and were not set to reflect the natural fallout/makeup of the universes. SHC provided sound logic for adjustments that could help resolve the discrepancy in incidence to ensure that the quotas remained achievable.**

*\*In all the above cases, the client adjusted the survey to correct the issues that SHC identified & resolved in order to stay within timeframe and specs of the study.*

## TECHNOLOGIES USED







SHC was able to ensure no respondent duplication by utilizing **SHC Hub** with **SHC AuthenticID** and maximizing the USA list match using SHC's **List Mirror** technology.

This includes the appending of NPI and ME # to the list to ensure the most accurate match possible.

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## RESULTS

SHC successfully delivered **400 respondents** across the **US & Europe** on time and on spec.

	<b>FRANCE - 50</b>		<b>UK - 50</b>
	<b>GERMANY - 50</b>		<b>ITALY - 50</b>
	<b>SPAIN - 50</b>		<b>USA - 150</b>

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