



Perfect Data.

FULL SERVICE

CASE STUDY

How Does SHC Deliver More
Veterinarians?

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BACKGROUND

Research focused on Veterinarians in the US who treat and prescribe prescription medication for dogs to understand to potential use of and market potential for a prescription treatment for noise aversion

SPECIFICATIONS

- 250 Veterinarians who were responsible for or involved in the decisions regarding the choice of pharmaceutical treatments used for the dogs seen in their practice
- Estimated incidence: 70%
- Length of interview: 20 minutes
- Geography: US regional distribution of West - 24%, Midwest - 21%, North East - 18%, South - 37%

APPROACH

1. SHC programmed the screener/questionnaire and handled all of the technical support needs for the research engagement
2. SHC utilized a multi-mode approach, which included both email and fax outreaches, to ensure that the regional sub-quotas would be achieved even when overall incidence was lower than expected
3. SHC provided access to its proprietary Veterinarian panel, one of its most responsive specialty panels with a response rate 5x higher than average

RESULT

SHC achieved 253 completed interviews, meeting all subquota regional requirements and effectively managing around the drop in overall expected incidence

SHC delivered within a two week time frame, including programming through data delivery

The client has designated SHC as their primary provider for Animal Health research engagements