

CASE STUDY

How Does SHC Deliver More From Programming to Data Delivery

For more information, visit www.surveyhealthcare.com

BACKGROUND

Understand attitudes, behaviors and needs of both healthcare professionals treating eczema and sufferers of eczema globally

SPECIFICATIONS

- 1,450 HCPs among Dermatologists, Allergists, General Practitioners, Nurse Practitioners, Physician Assistants
- 1,250 Eczema Patients
- Length of interview: 45 minutes for HCPs; 30 minutes for Patients
- Expected incidence - 60% among HCPs; 3% Patients
- Programming, Translations and secondary data appends
- Geography: US, EU5 and Japan

APPROACH

1. SHC programmed two complex, multi-logic path surveys (HCP + Patients) that included a redirect to our client's proprietary emotional mapping survey in 6 languages
2. SHC advised client to expand the HCP specialty focus to GPs with sub-specialization in Allergy/Dermatology, providing access to HCPs who both qualified behaviorally and treated the targeted patients
3. SHC utilized our proprietary HUB technology and RelevantID to maximize available sample without worry of respondent duplication across both proprietary assets and our affiliate network

RESULT

SHC fielded the entire project **within 4 weeks**, collecting **over 30,000 responses in the US** and **15,000 responses each in the EU5 and Japan** to deliver on quota requirements

The client highlighted that SHC **provided solutions instead of pointing out problems** when the original specs did not hold

SHC delivered **statistically significant base sizes** on these tough-to-reach targets -- inclusive of sub quotas in all markets, providing a successful research result