



QUANTITATIVE

# CASE STUDY

How Does SHC Deliver More  
**From Around the World?**

For more information, visit [www.surveyhealthcare.com](http://www.surveyhealthcare.com)

## BACKGROUND

KOL (Key Opinion Leader) mapping engagement within the Oncology, Cardiac Surgery and Orthopedic Surgery categories. Respondents were required to provide information for up to 5 KOLs from their country. Completes were targeted from major cities only, which reduced the HCP universe to just 10% in each country

## SPECIFICATIONS

- 50 HCPs across UK, France, Germany, Italy, Switzerland and Belgium within each therapeutic category: Oncology, Cardiac Surgery and Orthopedic Surgery
- Length of interview: 25 minutes
- City sample requirements: London, Paris, Berlin, Munich, Milan, Geneva, Zurich and Brussels

## APPROACH

1. SHC used geo-location targeting to address the limited sample in the desired cities (for example - there are approx. 25 Cardiologists in all of Zurich)
2. SHC utilized a multi-mode approach to balance against the potential for low completion rates due to the research type (KOL Mapping) leveraging proprietary online assets, desk research to target non-empaneled sample, and phone recruitment to maximize reach and response
3. The SHC team dedicated 10x the staff time of a standard engagement to ensure Perfect Data

## RESULT

**SHC successfully executed the project and delivered all of the required completes using our multi-mode strategic approach **within 6 weeks of initial commission****

**The client was thrilled with the results, as they were able to **effectively understand the key influencers, institutions and overall medical environment in these 8 key strategic cities****