



## CASE STUDY

### Background Information

#### Client

Global healthcare market research and consulting agency

#### Dates

March 13 -18, 2020

#### Topic

**Study 1:** Covid-19's impact on seeing sales reps and medical liaisons

**Study 2:** Covid-19's impact on market research

#### Target

N=488 Dermatologists, Oncologists, Rheumatologists

**Survey  
Healthcare  
Globus**

Perfect Data.

[surveyhealthcareglobus.com](https://surveyhealthcareglobus.com)



### STUDY 1

After officially signing up for ReadySet Intel in the morning, the client quickly and easily created a 12-question survey to release to physicians allowing for a robust sample collected over the weekend.

#### Target Achieved: 231 Completes

Dermatologists: N=100  
Oncologists: N=59  
Rheumatologists: N=62

### STUDY 2

Within days of their first survey through ReadySet Intel platform, the client created another 8-question survey to physicians, receiving initial **results back in a few hours.**

#### Target Achieved: 257 Completes

Dermatologists: N=75  
Hematologists /Oncologists: N=54  
Pulmonary Medicine: N=57  
Rheumatologists: N=71

After the success of the first ReadySet Intel studies, the client purchased additional credits to ensure continued quick turn, DIY research capability.