



# 5 Common Mistakes in Panel Management



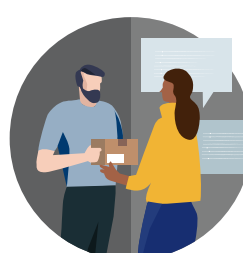
**1**  
Inadequate and/or delayed compensation



**2**  
Inefficient/outdated screening practices



**3**  
Poor communication strategy



**4**  
Transactional relationship



**5**  
Sub-optimal survey design

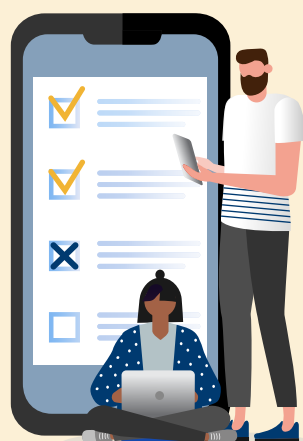
## Respondents are the life blood of our industry.

## Compensation delay is a deal-breaker for working with a specific firm

Respondents cite that they stop responding to a firm's survey invites if compensation is difficult to obtain or consistently low and if the screening process regularly disqualifies them.

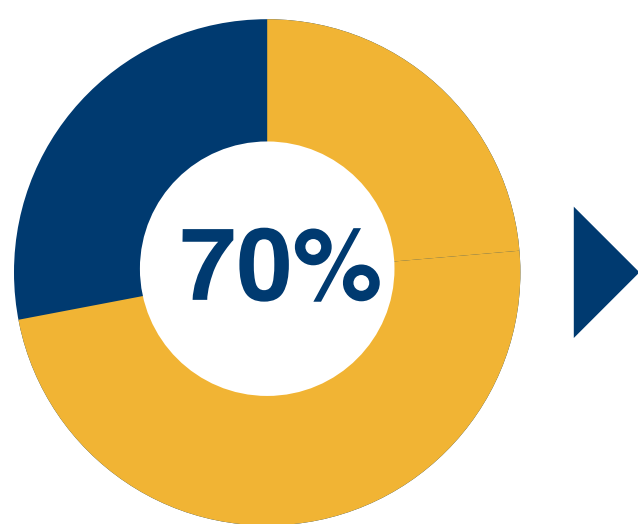


We must ensure respondents are active and engaged in order to conduct essential research.



As part of our continued effort to improve respondent experience, we asked our panel of healthcare professionals (HCPs) about their general survey taking preferences.

## Maximum Number of Screeners Appropriate: 5



Respondents agree that if they reach the **fifth screener** question and then screen out, they feel like their time has been wasted.

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