



Perfect Data.

SHC successfully recruited **64 in-person qual interviews** throughout Italy with **100% show rate!**

IN-PERSON QUALITATIVE

CASE STUDY

Dermatologists and Psoriasis Sufferers

For more information, visit www.surveyhealthcare.com

BACKGROUND

To understand attitudes, behaviors, and needs of both healthcare professionals treating psoriasis and sufferers of psoriasis throughout Italy

SPECIFICATIONS

Location: Milan, Rome, Naples, Catania

Dates: November - December, 2018

LOI: Doctors completed a 60-minute in-person interview; Patients completed a 5-day diary with a 60-minute follow-up TDI

Quota: 12 Dermatologists & 52 Psoriasis patients

APPROACH

1. SHC worked with our trusted partner network in each city, offering a competitive incentive
2. SHC coordinated schedules between physicians, 4 facility locations, and 4 moderators to ensure all scheduled interviews were successfully completed, while allowing our client one point person throughout the project
3. In addition to completing 52 successful 60-minute interviews with patients, SHC managed the reminders for weekly patient diary submissions
4. SHC met all sub-quotas for city, age, gender, and biologics naïve / users

RESULT

SHC successfully recruited **64 in-person interviews** throughout Italy **in the busy lead up to year-end holiday timeframe**. We had **100% show rate**, and none of the back-up recruits were required.

GLOBAL QUAL PROJECT MANAGEMENT EXPERTISE



Fabio Musumeci

- 10+ years' experience within healthcare market research operations
- Worked for Kantar Health as a Procurement & Compliance manager in the UK office, securing the quality & consistency of projects in field



Michela Gonano

- 14 years' experience in managing complex qual & quant international healthcare studies
- Worked for Simpson Carpenter LTD, London, Aequus Research & Harris Interactive, ensuring project delivery