

CASE STUDY

How Does SHC Deliver More
in Less Time?

Delivered
Study Results
in *7 Days!*

For more information, visit www.surveymedical.com

BACKGROUND

US focused quantitative project in the Women's Health field among HCPs and Patients. Client needed to be out of field within a 10 day time frame, inclusive of pretests/pilot interviews

SPECIFICATIONS

- Client list for HCPs and general panel for Patients
- 315 HCPs among Primary Care Physicians, OBGYNs, Nurse Practitioners, Physician Assistants
- 100 patients suffering from an abnormal female health condition
- Length of interview: 45 minutes for HCPs; 30 minutes for Patients
- Estimated incidence: 40% among PCPs; 60% OBGYNs; 5% Patients
- Geography: US

APPROACH

1. SHC programmed the pretest/pilot screener and targeted a mix of HCP client list matches and our proprietary patient sample
2. SHC managed the tech support required for the pretest/pilot stage, which involved leading the respondents through the web interface, as well as monitoring the interview to ensure there were no drop-offs
3. SHC worked overtime to program and test the main stage survey for both the pretest/pilot and the main fieldwork

RESULT

SHC successfully executed the project by the client's deadline, *delivering study results in 7 days* from receipt of final materials -- inclusive of programming and pretests/pilots

Main Stage fieldwork was *completed within 3 days of launch*, effectively managing around the drop in overall expected incidence across HCPs and Patients

Client feedback: *"Outstanding job... on all fronts. You made great claims and you are certainly delivering."*