# SHG

**Swarm combines the power of AI with the wisdom of human groups, quickly generating optimized insights, forecasts & asessments.**

## What is Swarm Intelligence?

Nature shows us that social creatures can outperform the vast majority of individual members when working together as unified systems when solving problems and making decisions.

## Swarm AI Technology

Applying the above principle, Swarm AI provides the interfaces and AI algorithms to enable "human swarms" to converge online, combining the knowledge, wisdom, insights, and intuitions of diverse groups into a single emergent intelligence.

## Swarm in Market Research

Swarm combines AI's power with the depth of real-time customer feedback, providing more accurate and actionable insights than traditional methods in a fraction of the time.

- **Marketing Intelligence**
- **Product Evaluations**
- **Competitive Analysis**
- **Message Testing**
- **Ad Testing**
- **Feature Analysis**

## BENEFITS OF SWARM AI TECHNOLOGY

**Active vs. Passive:** While polling finds the average answer across a group, swarming enables groups to interactively explore a set of options to find the solutions they can best agree upon.

**Behaving vs. Reporting:** Swarming does not rely on participants to report their sentiments -- it uses intelligent algorithms to process how they behave while interacting as part of the real-time system to accurately estimate the relative conviction expressed by each individual for the answer options.

**Average Responses vs. Optimal Solutions:** When surveying, you might find that XX% of a population prefers Option A, while XX% prefers B, and conclude that the higher option is the "best" choice. However, that does not mean it will optimize the satisfaction of the population. Swarm is not aimed at profiling the differences within a population, but instead uses algorithms to find the solution that the population can best agree upon.
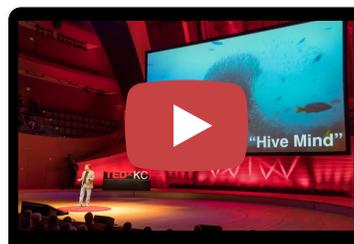


**TED TALK** by Dr Louis Rosenberg on Swarm Intelligence and the power of forming artificial swarms among networked humans using SWARM AI.
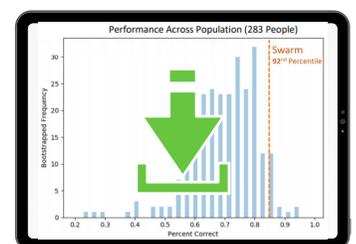


A study by California Polytechnic revealed how small groups using Swarm **outperformed 92% of survey respondents.**

# Case Study

How SHG Used
**Artificial Intelligence**
as part of an Innovative
Qualitative Fieldwork Solution

## Study Specifications

**Field Date:** May 2020

**Study Topic:** Rare Cancer

**Target Respondents Per Specialty:**
SHG recruited 60 Oncologists classified
via a treatment algorithm into three
separate cohorts

**Geography:** National USA with sub
quotas by region and practice setting

**Methodology:** Online "Swarm" with
Artificial Intelligence

**Length of Interview:** 90 mins

**Incidence Rate:** 56%

## BACKGROUND

Client Research Agency wanted to use a new research
technique, **Swarm Intelligence,** *a finalist for SXSW
Medical Innovation and previous SXSW award winner,*
form a closed-loop system of HCPs that, by grouping their
insights, would exceed the individual insights produced by
typical Qualitative MR techniques alone.

## APPROACH

SHG's Research Agency Client had difficulty finding a data
collection partner who could firmly commit to recruiting
respondents within this new innovative approach.

SHG utilized its world-class panel and expert project
management team to ensure timely recruitment to the
study. Through SHG's HealthTech AMP suite, all recruits
were proactively contacted using the "Email Relay" feature,
allowing our client complete access to the respondents for
communication before their interviews.

**By leveraging our healthcare data collection
specific technology and expertise we delivered:**

| 98% | 3 | 20 |
|:---:|:---:|:---:|
| Show Rate | Independent Swarms | Oncologists Each |

**SURVEY
HEALTHCARE
GLOBAL**

www.surveyhealthcareglobal.com