



EXPRESS FIELDING Case Study

How Does SHG Deliver More
in Less Time?

For more information, visit www.surveyhealthcareglobal.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 SHG programmed the pretest/pilot screener and targeted a mix of HCP client list matches and our proprietary patient sample
- 2 SHG 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 SHG worked overtime to program and test the main stage survey for both the pretest/pilot and the main fieldwork

RESULT

SHG 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.*"