



QUALITATIVE Case Study

How Does SHG Deliver More
Rare Disease Treaters?

For more information, visit www.surveyhealthcareglobal.com

BACKGROUND

Global Qualitative project with a Rare Disease Indication that affects 1 in 10,000 live births

SPECIFICATIONS

- Client list of < 100 experts to target
- Quota: 70 web-assisted TDIs among Rare Disease Experts & Neurologists
- Three separate phases of research
- Incidence: < 20%
- Geography: US, EU5, & Japan

APPROACH

- 1 SHG screened both its general access panel and expert matches from the client list, augmented by bespoke phone-to-web recruit in EU5 and Japan
- 2 Given the low prevalence of the Rare Disease, SHG collected details on total patients seen across three distinct time frames to provide actionable data to our client
- 3 Leveraging our technology platform, the SHG Qual team was in constant communication with our client to adjust recruitment specifications based on real-time data

RESULT

SHG successfully recruited and scheduled **70 global interviews**, meeting the challenge of working within the low prevalence category. Deliverables included transcriptions

Client feedback: "We and our client are ecstatic with the recruitment and overall project execution. SHG's flexibility really helped us deliver for our client in a unknown area. A project like this was a collective effort and SHG were a true partner. Our client was so ecstatic with our work that they decided to award us another project based on this effort. So thank you!"