



Perfect Data.

IN-PERSON QUALITATIVE

CASE STUDY

Laboratory Study

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SurveyHealthcare
recruited & scheduled
18 respondents
in 4 days
with 100%
show rate!

BACKGROUND

Highly experienced HCPs involved in administering fluid therapy during surgery were asked to use a medical device at in-person interview in lab setting, simulate a series of clinical procedures, and provide feedback on the device

SPECIFICATIONS

Location: Irvine, CA

[interviews took place at client's lab]

Dates: November 28th – 30th 2018

LOI: 4-hour interview

Quota:

9 Anesthesiologists

9 Certified Registered Nurse

Anesthetists

APPROACH

1. SHC programmed the client's screener and recruited via our proprietary panel and our fully-vetted partner network
2. SHC suggested early recruitment given the research dates in proximity to the Thanksgiving Holiday
3. SHC coordinated across 18 physicians' schedules around a holiday to schedule 3 days of in-person interviews inclusive of rescheduling 9 respondents due to client's request
4. SHC had all interviews booked 1 week prior to the in-person interview days to avoid recruitment during the holiday week and utilized our follow-up confirmation system to ensure show rates
5. SHC overnighted checks for respondents to ensure in-person delivery of honoraria

RESULT

SHC successfully recruited and scheduled **18 respondents in 4 business days with a 100% show rate**

Client's initial feedback: "Thank you Christina, this is really tremendous work! Thank you for sending the respondent details; they look like they are exactly what we are looking for with applicable experience."

Client's final feedback: "This project was a huge success! I'm still getting the full debrief from my client, but no snags that I am aware of."