

Field the Difference

OBESITY STUDY

Successfully recruited **HCPs and Patients** for both **pre-tests** and **online quant across 11 markets**. Coordinated **recruitment, moderation**, and **summary reports** for the pre-test phase, and delivered **2,700+ completes** for online quant through use of our proprietary panel, as well as our trusted partner network.



APPROACH

- Effectively managed **staggered launches** as countries were approved to launch
- Pretest phase of the research was recruited across the **11 markets over the course of 2-3 weeks**. All pre-tests were **completed within 7 days** from receipt of the final pretest materials inclusive of the online survey instrument
- Majority of Quant phase of research was fielded within **2-3 weeks**
- SHC recruitment strategy varied based upon the specific requirements for research within each region. SHC utilized multiple recruitment methodologies for both phases of the research, including **direct e-mails to panelists, phone to web, referral campaigns**, and **face-to-face recruitment**
- Due to client's research methodology needs, SHC **planned and executed fieldwork** in order to achieve an equal representation of completes per week
- SHC **navigated a heavy holiday schedule during fielding** that included Ramadan & the European summer period to ensure fieldwork stayed on track
- SHC **provided extensive market updates twice a week** in the client's detailed report template
- In addition to SHC's **Standard Adverse Event training (BHBIA)**, all staff working on the project completed the **end client's specific adverse event training program**, and adhered to the **vigorous requirements of this program** inclusive of customized recruitment messages












TECHNOLOGIES USED

SHC was able to ensure no respondent duplication by utilizing **SHC Hub** with **SHC Authentic ID**, and having teams/partners conduct multiple weekly checks.

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RESULTS

SHC successfully delivered **2,700+ respondents (96 qual pre-tests)** across **11 markets** including **EU5, LATAM, Australia, Middle East & Asia**.

	ITALY - 302		AUSTRALIA - 200
	SPAIN - 300		ISRAEL - 170
	UK - 300		SAUDI ARABIA - 200
	JAPAN - 302		UAE - 200
	CHILE - 200		SOUTH KOREA - 200
	MEXICO - 400		

[OUR REACH](#)