



QUANTITATIVE Case Study

How Does SHG Deliver More
From Around the World?

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BACKGROUND

KOL (Key Opinion Leader) mapping engagement within the Oncology, Cardiac Surgery and Orthopedic Surgery categories. Respondents were required to provide information for up to 5 KOLs from their country

Completes were targeted from major cities only, which reduced the HCP universe to just 10% in each country

SPECIFICATIONS

- 50 HCPs across UK, France, Germany, Italy, Switzerland and Belgium within each therapeutic category: Oncology, Cardiac Surgery and Orthopedic Surgery
- Length of interview: 25 minutes
- City sample requirements: London, Paris, Berlin, Munich, Milan, Geneva, Zurich and Brussels

APPROACH

- 1 SHG used geo-location targeting to address the limited sample in the desired cities (for example - there are approx. 25 Cardiologists in all of Zurich)
- 2 SHG utilized a multi-mode approach to balance against the potential for low completion rates due to the research type (KOL Mapping) leveraging proprietary online assets, desk research to target non-empaneled sample, and phone recruitment to maximize reach and response
- 3 The SHG team dedicated 10x the staff time of a standard engagement to ensure Perfect Data

RESULT

SHG successfully executed the project and delivered all of the required completes using our multi-mode strategic approach within 6 weeks of initial commission

The client was thrilled with the results, as they were able to effectively understand the key influencers, institutions and overall medical environment in these 8 key strategic cities