

# Specialist Research

Medical research

Pharmaceutical company

## Project Outline

A market research company required a number of surveys to be conducted within the fraternity of medical specialists, general practitioners, nurses and hospital administrators. The purpose of the research was to measure the range, type and brand of drugs being used in certain treatments.

## Research strategy

Five medical areas were examined in a series of surveys:

- Dialysis and anaemia
- Osteoporosis
- Use of immunosuppressants
- Depression
- Erectile dysfunction

In each survey three different versions of the questionnaire were constructed - for Specialists, for GPs and for nurses and support staff.

Whilst all surveys were invitational, no actual respondents were loaded at the commencement of each survey. The market research company conducted a telephone campaign to recruit respondents, with a financial incentive available when they completed a questionnaire. Once recruited, the market research company then used the Survey Manager web admin module to enter the new recruit and send an invitation email.

This was a novel use of Survey Manager in that it provided the market research company with complete control over the uploading and management of respondents. At the end of each survey, the data were extracted, loaded into SPSS and sent to the market research company for analysis.

## Survey Manager Capabilities

Survey Manager can provide a variety of ways of capturing survey respondents. This example illustrates how a client can use the system to manage respondents. The more common way to conduct invitational type surveys is for the client to supply the list of respondents and their email address, which ASR loads into the system. The survey is then started by sending invitational emails.

Equally common is the anonymous survey where a hyperlink or URL is supplied to the client, who then takes on the responsibility of communicating its location. This flexibility is Survey Manager's strength in providing clients with the most efficient way of conducting their research.

“Combining CATI and web techniques to obtain survey responses”