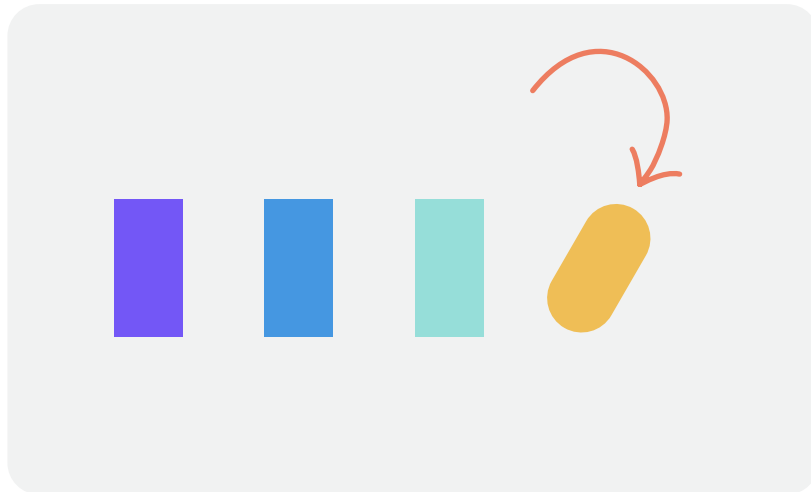


MedSurvey's Approach to List Projects

Using technology and experience
to get more completes from the
same target list.

*How MedSurvey used List Analyzer and ListMax
recruiting to get 35% more completes from a
target list.*

Overview



Project Details

Type Biannual ATU Tracking Study - Wave 6

Topic Irritable Bowel Disease (IBD)

Methodology: Quantitative - Client List

Audiences: Gastroenterologists & Nurse
Practitioners/Physician Assistants (NPPAs)

Combined List Size: 16,567

Sample Partners: 5

Project Overview

We often hear from clients that they have a special kind of disdain for target list projects. They can make an already challenging study a nightmare. Too many times they've been assured everything was going fine, only to have it blow up at the last minute and be told there is nothing to do but go off list.

But at MedSurvey, we genuinely love list projects. So much so they make up the majority of our work. We love coming up with solutions to hard problems, so we built custom tools like List Analyzer and designed entire recruitment approaches around maximizing the potential of a target list.

The following case study details how our unique approach maximized completes on a challenging list project. A consultancy had been running an ATU tracking study for three years, failing to reach their target each year. It's hard to switch sample providers after completing multiple waves, but the client knew that getting more off the same list was crucial. We fully recruited the project and got 35% more from their target list.

I hope you enjoy,



Gen Geyler
Chief Solutions Officer

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The Takeaway

A market research consultancy came to MedSurvey with an ATU tracking study in its sixth wave. Their previous sample provider had consistently failed to deliver the target completes, with fewer completes coming from the target list in each wave.

MedSurvey utilized their proprietary tool, List Analyzer, to design a realistic strategy upfront. And they implemented their ListMax recruiting approach to list projects, which maximizes completes by allowing every panel partner to match to the full target list to ensure that it is fully exhausted.

MedSurvey achieved the target completes, delivering the vast majority from the target list, all while cutting time in field.

The Challenge

A full-service market research consultancy approached MedSurvey about a twice-annual ATU tracking study they had been running with another sample provider for the past three years (five waves).

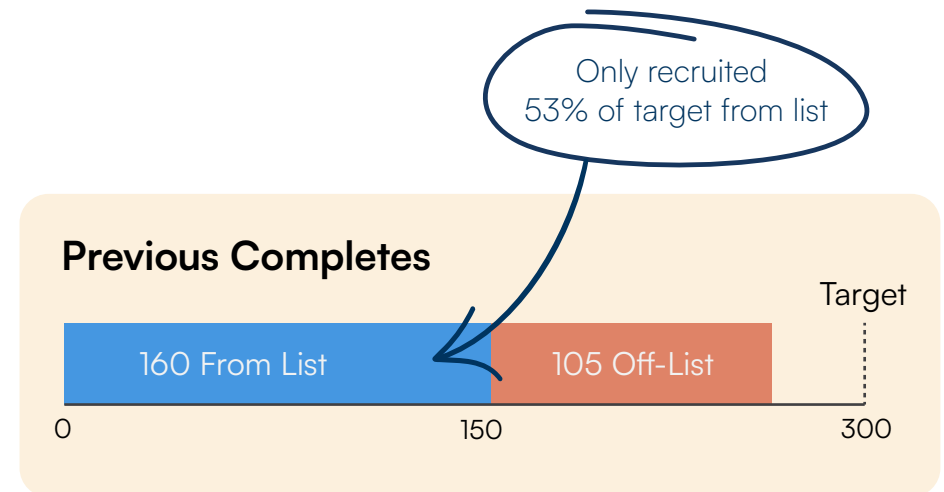
In the most recent wave of the study—a list project targeting gastroenterologists and NPPAs—their sample provider had fallen short of the target completes for both audiences, delivering only 265 completes out of a targeted 300.

Fewer and Fewer From List

Most concerning, fewer and fewer completes were coming from the client's target list with each successive wave. In Wave 5, **only slightly over half of the target completes came from the list (160 out of 300)**. This was particularly problematic for the client, since the only HCPs their client's sales reps called on were from this target list.

The client was also concerned about the way their sample provider partnered with other panel companies. They were reluctant to bring on panel partners, trying instead to exhaust their own, more profitable panel despite being well behind on completes.

“We never felt comfortable that we were maximizing the list because of how they partner... and they seemed to want to go off-list right away.” - Senior Vice President

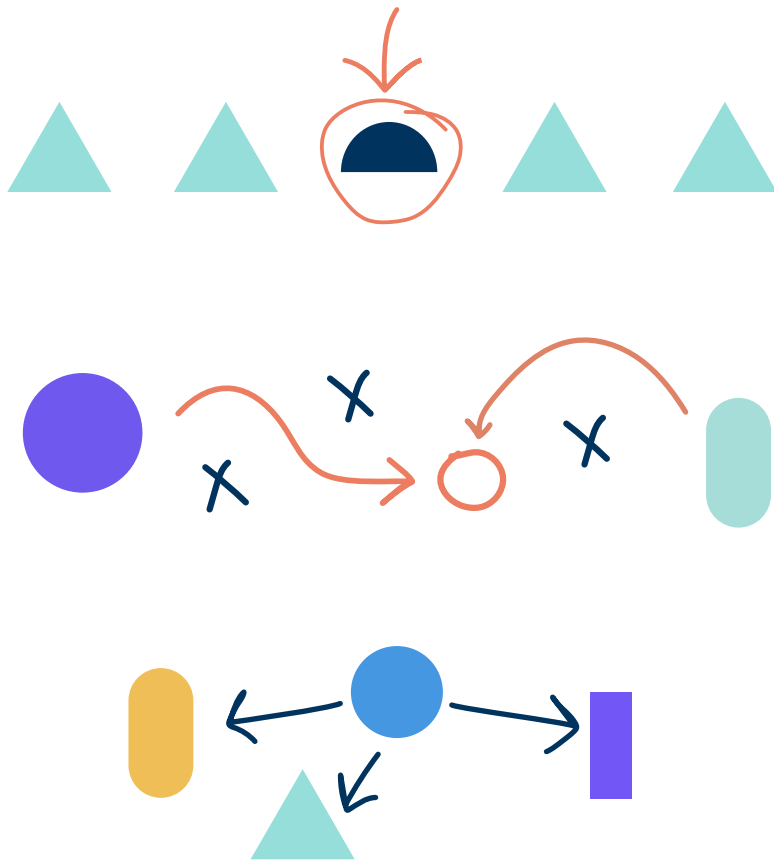


What Went Wrong

- ✱ Lack of a clear, transparent plan and strategy; the client was never sure what was going on behind the scenes.
- ✱ Vendor's overreliance on internal panel, and a resignation to the idea that nothing could be improved.

The Approach

Recruiting healthcare professionals from a target list poses a unique set of challenges, and requires a matrix of approaches to be successful. A clear understanding of what you're up against, a deliberate experience-driven strategy, and a comprehensive recruiting strategy are all needed to pull it off.



List Analyzer

When dealing with target list projects, it's crucial to understand what you're up against before getting to field. MedSurvey thoroughly analyzes each list against the target audience to develop accurate feasibility and effective strategy.

Deliberate Project Strategy

Knowing realistically how many partners are needed and what each can recruit before getting to field allows MedSurvey to forecast, monitor and adjust to ensure project success.

ListMax Recruiting

Rather than hoard matched sample, MedSurvey lets every partner panel recruit from the entire list. To maximize completes, you can't care about who brings the completes in, just care that they're quality completes.

List Analyzer

List Analyzer is MedSurvey's proprietary software that works like a crystal ball for target list projects, helping to identify pitfalls and list inaccuracies before a project has gone to field. Knowing the ins and outs of a list upfront helps to determine the feasibility of a target list project, set realistic expectations, and design the most effective project strategy.

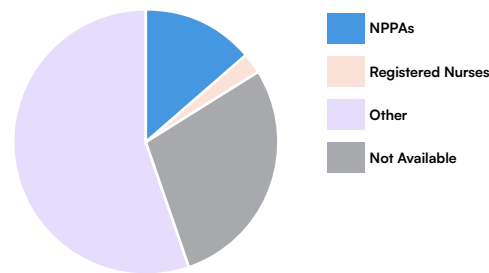


List Analyzer in Action

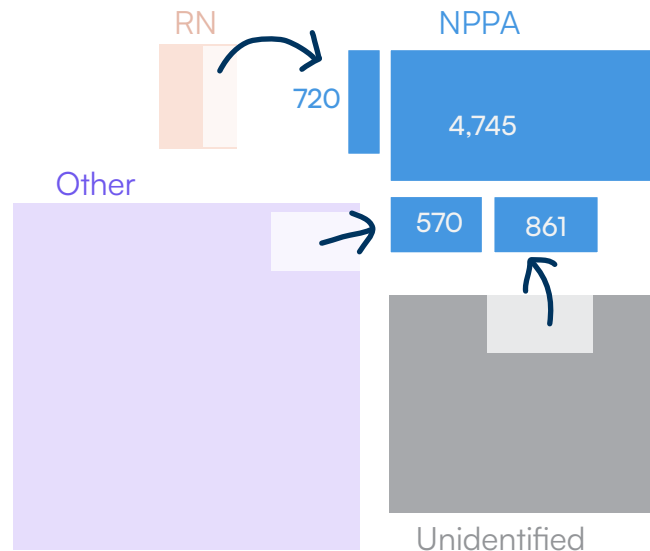
A list with 4,745 NPPAs

The original target list had over thirty thousand records organized by speciality. Of those, 4,745 records had been designated as our target audience, NPPAs. At a glance, the list looked very complete and in-depth, and with the limited number of NPPAs, recruiting our target number might prove a challenge.

Original Target List Classification



2,151 Additional NPPAs Uncovered



45% more uncovered

List Analyzer, however, had a different story to tell. MedSurvey loaded the list into List Analyzer and analyzed the list for NPPAs based on NPI data. **This uncovered 45% more NPPAs on the list. Over 2,000 NPPA records had been misclassified.** Many were mislabeled as registered nurses or physicians, or marked “not available.” This was a very different list than the client had been led to believe.

Why Lists Go Wrong

Target lists are often outdated or contain errors due to the many hands they pass through. Making matters worse, more and more often, market research agencies are prohibited from viewing the list themselves, and must rely on their operations partner for list verification.

The result

MedSurvey now had key insights to accurately predict feasibility and build a successful strategy. **MedSurvey succeeded in delivering more than twice the number of NPPAs from the target list than the previous sample provider.**

Deliberate Project Strategy

Using both the insights gained from List Analyzer and MedSurvey's deep experience and understanding of the target audience and their panel partners, MedSurvey put together a detailed, realistic, and transparent strategy for completing the project. Using their tools and expertise to determine what would and would not be feasible, and sharing this data with the client, MedSurvey helped the research agency set realistic expectations with the end client.

As part of MedSurvey's strategy, a detailed partner plan was built by carefully selecting five panel partners based on each partner's strengths and ability to maximize target completes. MedSurvey was able to explain to the agency exactly which partners they would bring on and what the process would look like, down to how many days MedSurvey would run their sample before bringing on the next partner.

"You guys have become one of our go-to's when we have a target list, knowing that you'll be able to maximize it, and that we'll be able to get pretty realistic expectations upfront."

- Senior Vice President

Partner Strategy

01

Select partners based on panel strengths

Having extensive knowledge of our panel partners' strengths and capabilities allows us to choose the ideal partners.

02

Develop cross-panel feasibility

Through partner engagement and our internal knowledge, we develop feasibility across all our panel partners.

03

Build onboarding strategy to maintain momentum

Once partners have been identified, a target onboarding schedule is developed to maintain project momentum.

THE APPROACH

It Takes Experience

Properly building and executing a successful strategy for list projects is not a simple task. It requires expertise, good judgment, and the autonomy to get things done quickly.

VP of Strategic Accounts Renee Steskal and Senior Project Manager Michelle Burris have each been doing this for over a decade. In that time, they have built up the experience to know what's coming next, and how to account for it without having to just react. Their knowledge, solution-oriented approach and strategic planning were key to the success of this project.

10+
Years of
Experience



About Renee Steskal

Renee Steskal is Vice President, Strategic Accounts with 10 years of experience in market research. She enjoys combing through data and research to understand trends across populations, tell a story of the marketplace, and provide clients with helpful insights.

10+
Years of
Experience



About Michelle Burris

Michelle Burris is a Senior Project Manager with 10 years of experience and a track record for successfully delivering on complex projects. Her expertise spans multiple methodologies and geographies, and she enjoys using her job to contribute to the greater good.

Maximizing the List

It is critical to fully maximize the potential of a target list, which is why MedSurvey employs its **ListMax** recruiting approach. **ListMax** often leads to as many as 30% more completes from the same list than the traditional approach, **with zero risk of duplicate respondents**.

The Traditional Approach (Sample Hoarding)

In the traditional approach to recruiting list projects, sample providers first match the list to their own, more profitable internal panel. When they finally bring on partners, they only provide them with the segment of the list that didn't match to their own internal panel. It's like only letting others fish the part of the pond you can't reach. This strategy of hoarding sample results in missing respondents who might have taken the survey from a partner, leading to fewer completes, last-minute fires, and a push to go off list sooner to find enough completes.

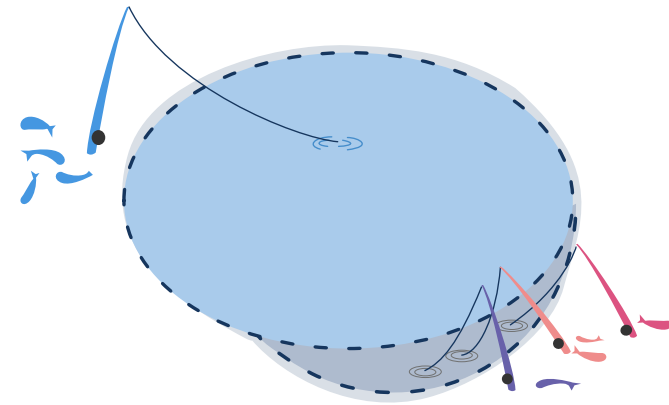
ListMax recruiting

By contrast, MedSurvey provides the full target list to all panel partners to ensure that it is fully exhausted. By allowing all partners to recruit from the full list, this approach avoids missing potential respondents who would have responded to an invitation from a partner. This strategy of prioritizing completes over panel source allows MedSurvey to consistently deliver 30% more completes from a target list.

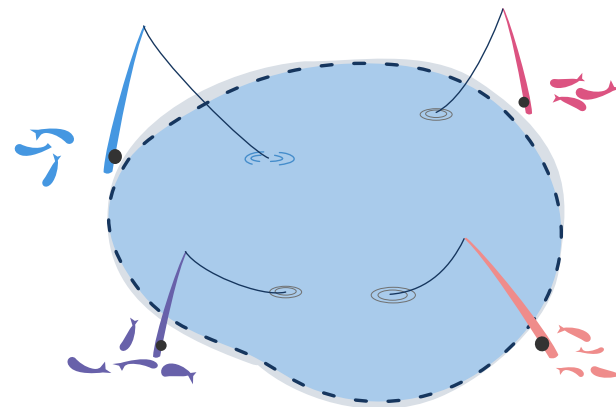
35% more from the same list

In this project, MedSurvey was able to recruit 58 more respondents than the previous vendor from the same target list. Further, MedSurvey was able to do it in 25% less time.

Traditional - Hoarding sample that you can reach.



ListMax - Letting everyone fish the whole pond.

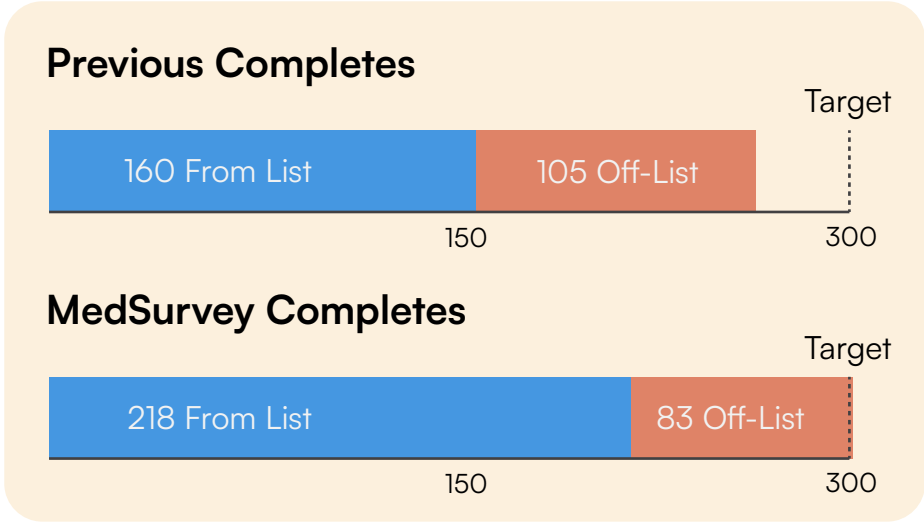


Conclusion

35% more respondents from the target list

By using their custom-built tool List Analyzer, designing an in-depth list management strategy, and employing their ListMax recruiting approach, MedSurvey was able to fully recruit this challenging study and deliver significantly more completes from the target list with less time in field. The client was thrilled and will continue to run future waves of this study with MedSurvey.

	Previous Vendor	MedSurvey
Completes From List	160	218
Total Completes	265 / 300	301 / 300
Time in Field	5 Weeks	4 Weeks



“Thank you for taking over this tracker and making it a success! You’ve definitely made things easy on us and made us look good with the client.”

- Senior Vice President



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