

CASE STUDY

How does **SHC** Deliver 30% More Rheumatologists?





RESULT 🄘

- SHC provided a worry free data collection solution to our client
- SHC completed 271 interviews
 36% more than the client requested from the target list
- SHC streamlined the recruitment strategies to maximize the list potential

136% Completes Returned Understand attitudes, usage, brand perception and future prescribing habits of high prescribing Rheumatologists of a current treatment in the rheumatic disease category.



SPECIFICATIONS

- Client provided list: 2,000 Rheumatologists
- Length of interview: 45 minutes
- Geography: US
- Quota: 200 Rheumatologists



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- SHC developed a strategic marketing plan to entice respondents — inclusive of a personal reminder campaign and multi-mode recruitment
- **2.** SHC offered a higher incentive to potential respondents in order to drive survey traffic and increase response rates
- **3.** SHC utilized our proprietary HUB technology solution to maximize available sample without worry of respondent duplication. The HUB allows for simultaneous and multiple partners, while ensuring that all potential respondents are provided equal opportunity to participate.

