



# FULL SERVICE Case Study

How Does SHG Deliver More  
Veterinarians?

For more information, visit [www.surveyhealthcareglobal.com](http://www.surveyhealthcareglobal.com)

## BACKGROUND

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Research focused on Veterinarians in the US who treat and prescribe prescription medication for dogs to understand to potential use of and market potential for a prescription treatment for noise aversion

## SPECIFICATIONS

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- 250 Veterinarians who were responsible for or involved in the decisions regarding the choice of pharmaceutical treatments used for the dogs seen in their practice
- Estimated incidence: 70%
- Length of interview: 20 minutes
- Geography: US regional distribution of West - 24%, Midwest - 21%, North East - 18%, South - 37%

## APPROACH

- 1 SHG programmed the screener/questionnaire and handled all of the technical support needs for the research engagement
- 2 SHG utilized a multi-mode approach, which included both email and fax outreaches, to ensure that the regional subquotas would be achieved even when overall incidence was lower than expected
- 3 SHG provided access to its proprietary Veterinarian panel, one of its most responsive specialty

## RESULT

SHG achieved **253 completed interviews**, meeting all subquota regional requirements and effectively managing around the drop in overall expected incidence

SHG delivered within a **two week time frame**, including programming through data delivery

The client has designated SHG as their **primary provider** for Animal Health research engagements