



# QUANTITATIVE Case Study

How Does SHG Deliver More  
**Rheumatologists?**

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

## BACKGROUND

Understand attitudes, usage, brand perception and future prescribing habits of high prescribing Rheumatologists of a current treatment in the rheumatic diseases category

## SPECIFICATIONS

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

## APPROACH

- 1 SHG developed a strategic marketing plan to entice respondents -- inclusive of a personal reminder campaign and multi-mode recruitment
- 2 SHG offered a higher incentive to potential respondents in order to drive survey traffic and increase response rates
- 3 SHG utilized our proprietary HUB technology 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

## RESULT

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