

WHAT AFFECTS FEASIBILITY/ RESPONSE RATE?



FEASIBILITY

HOW DOES SHC DETERMINE FEASIBILITY?

FORMULA



Universe

X



Incidence

X



Response Rate

HONORARIA

HOW DOES HONORARIA AFFECT ACHIEVABLE
QUOTA SIZES AT A 70% INCIDENCE RATE?

ONCOLOGIST HONORARIA

30 Min Honoraria (US)	Feasibility (US)	30 Min Honoraria (UK)	Feasibility (UK)
\$75	N=70	£ 75	N=35
\$90	N=140	£ 90	N=65
\$115	N=235	£ 115	N=75
\$135	N=350	£ 135	N=85

LOI AND SPECIALTY

HOW DOES LOI AND SPECIALTY IMPACT HONORARIA?

LOI	PCP		Cardiologist		Oncologist	
	US	UK	US	UK	US	UK
15 Minutes	\$20	£ 35	\$25	£ 45	\$35	£ 60
30 Minutes	\$45	£ 60	\$50	£ 75	\$75	£ 75
45 Minutes	\$75	£ 90	\$90	£ 105	\$100	£ 120
60 Minutes	\$90	£ 115	\$115	£ 130	\$125	£ 150

*Honoraria and Response Rate is based on the US & UK Markets for these examples

LIST MATCHING

HOW DO LISTS IMPACT FEASIBILITY?

LISTS HAVE A TWO PHASE IMPACT ON FEASIBILITY

The list will be a portion of the Universe



SHC can typically match between 55-65% of the list



EXAMPLE: THE PANEL PROVIDED N=200 ONCOLOGISTS

If the list contains 1/3 of the Oncology universe and there was 65% match rate...



Feasibility changes from:

N= 200



N= 40-50

INCREASING LIST MATCH RATES

HOW CAN YOU INCREASE RECRUITING FROM LIST MATCHES?



THE SHC HUB TECHNOLOGY ACCESSES THE ENTIRE HEALTHCARE PROVIDER UNIVERSE. IT ALLOWS FOR MULTIPLE PARTNERS AND RECRUITERS WITHOUT DUPLICATION.

THE SHC HUB IS A USEFUL TOOL TO COMPLETE HARD QUOTAS.

HOW DOES THE SHC HUB WORK?

- Gives every piece of sample a unique numeric ID.
- Provides "real time" checks for when a respondent has already responded across different providers.
- Tags the first responder - allowing all others to quota out.
- Supplies daily suppression lists to reduce the number of Over Quotas.
- Has the benefit of working best with list samples but can be set up for non-list projects.



the HUB

