

# MULTI-MARKET

## Case Study

 M3 GLOBAL RESEARCH

**METHODOLOGY** Quantitative online survey

**COUNTRY** France, Germany, Italy, Spain, UK

### RESPONDENTS RECRUITED

Primary care providers, cardiologists, dermatologists, endocrinologists, gastroenterologists, infectious disease specialists, neurologists, oncologists, pulmonologists, rheumatologists, surgeons



## Business Objective

One of the world's leading data and insights companies approached M3 Global Research to recruit physicians in various clinical settings for a study to learn more about their consumption, across different platforms, of medical journals, social media, and how they discover developments within their field of medical expertise.

This international, syndicated study, with a sample size of 1,800 completes, involved recruiting respondents from 11 specialties, across five markets, and was designed to expand on insights generated from a previous project.

## Challenges

The primary challenge was the level of recruitment involved with securing such a large sample size across multiple audiences. This was compounded by the timing of the study, which took place during European summer holidays, which has historically affected response rates and speed of delivery.

## The M3 Global Research Solution

The dedicated M3 project management team kept the client team informed at every stage of fieldwork, starting with a kick-off meeting with all stakeholders. The team instituted a respondent recruitment strategy using M3's triple verified, ISO-certified panel. By accessing respondents from the M3 proprietary panel, the client was ensured there is no respondent duplication and that the data delivered to the client is of the highest quality.

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The strategic project plan also outlined key milestones and project deliverables, as well as risk mitigation. The plan included language translations for each of the different markets, programming and hosting the screener and survey, and a mitigation plan to identify potential response rate challenges of the summer holiday vacation period.

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## ***Results for Success***

The M3 team far surpassed the client's expectations by achieving the required completes within just one week of fielding the study, despite the large sample size required. Even more notable, fielding closed early in some markets, with the M3 panel yielding the remarkable achievement of securing 360 respondents for each country, and doing so ahead of schedule.

With a focus at M3 Global Research to deliver quickly and ensure collection of the highest quality data that clients can trust, the responses from a significant sample size empowered the client with actionable insights. Despite the challenging recruitment goals, M3 delivered the results ahead of time, within budget, and with all KPIs achieved—all to the delight of the client.

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