



M3 GLOBAL RESEARCH CASE STUDY

Patient Advocate Groups

THERAPEUTIC AREA

Cancer or
Cancer-related

METHODOLOGY

TDI

STAKEHOLDERS RECRUITED

Other Healthcare

COUNTRIES

| | | | |
|----------------|--------------|------------|---------|
| United States | Japan | Turkey | Uganda |
| Canada | China | Egypt | Ireland |
| United Kingdom | South Korea | Poland | Belgium |
| France | Argentina | Costa Rica | Kenya |
| Spain | Brasil | Dominican | Zambia |
| Italy | Columbia | Republic | |
| Germany | Mexico | Greece | |
| Australia | Saudi Arabia | Rwanda | |

Business Objective

M3 Global Research worked with a privately-held professional service firm on behalf of a large pharmaceutical company. The three-pronged research focused on understanding the challenges leaders of patient advocate groups face around the globe, achieving a broad view of the current situation across five regions and diverse economies, and identifying regionally-specific advocacy groups' critical needs. The client was seeking key members of advocacy organizations, globally to complete a 45-minute telephone interview.

Challenges

While advocacy group members are often willing to participate in market research, the universe size to recruit from was very limited.

M3 Global Research Solution

M3 built on its extensive experience recruiting oncologists worldwide and expanded into a related audience in the community. The combined effort of the US and EU M3 offices along with local partners resulted in the

successful recruitment of 50 leaders of patient advocacy groups across 28 countries.

The team successfully carried out numerous partner briefings, coordinated discussion guide translations, conducted adverse event trainings with more than 10 native language moderators, and supported ongoing recruiting efforts.

The first interview was completed within less than six weeks after the kickoff meeting. All transcripts were translated into English and validated by an M3 senior staff member before delivering to the client. To ensure respondents were asked the same questions during the interview and to help guide the moderator to ask more probing questions, the information about advocacy programs and the priority needs of each organization was collected via a programmed interface. Updates on reportable adverse events were delivered to the client in a timely manner throughout the duration of the interview period, which lasted several weeks.

Results for Success

The M3 team was able to coordinate the necessary resources to support the qualitative research study across five continents and 28 countries. The combined efforts not only kept the project on schedule and within budget but also resulted in the recruitment of 50 key members of advocacy groups despite the slow progress in the APAC countries. The project required continued flexibility as the client added countries while the project was in field.