



M3 GLOBAL RESEARCH CASE STUDY

Psoriasis Patients

THERAPEUTIC AREA

Dermatology

METHODOLOGY

Quantitative Online Survey

STAKEHOLDERS RECRUITED

Moderate-to-Severe Psoriasis Patients

COUNTRY

United States

About Psoriasis

Psoriasis (PsO) is an immune mediated, chronic, inflammatory disease that is characterized by symptoms and signs such as elevated itchy plaques of raised red skin covered with thick silvery scales. Psoriasis is usually found on the elbows, knees, and scalp but can often affect the legs, trunk, and nails, but may be found on any part of the skin.

Business Objective

The M3 Global Research client was seeking information from psoriasis patients about brands of prescription medications that are used to treat plaque psoriasis, such as their attitudes and perceptions and their awareness and usage. M3 was contracted to produce 300 completes for the project within 7-10 business days, upon full launch.

Challenges

The one challenge the team encountered was that the incidence rate (IR) ended up being half of what was quoted during the sales process. Originally quoted a 20 percent IR, the IR turned out to be 10 percent among our M3 profiled psoriasis patients. With a robust quota of 300 and only a 10 percent IR, this project was a challenge. Additionally, a 12 day turnaround for 300 completes is tight even if the IR is 20 percent, so meeting that turnaround with an IR of 10 percent was especially challenging.

The M3 Global Research Solution

The M3 Global Research Panel Team worked to increase the response rates of the project and engage a wide number of participants via text messages, social media, and segmented email campaigns. Additionally, M3 engaged a partner to obtain nine more completes.

Results for Success

M3 Global Research completed this project within just 12 total business days, including the soft launch, obtaining the high volume quota of 300 completes.