



M3 GLOBAL RESEARCH

Qualitative | Quantitative | Global Studios



Using ISO Certification

as a Framework to Ensure Global Quality

Jana Rueten

Director of Operations, UK

Jana has been working in healthcare market research since relocating from Germany to London in 2010. She gained her first experience as a project manager before moving on to become a moderator for both German and English-speaking markets, using a variety of methodologies and speaking to different stakeholders. From 2014, Jana had been working in M3's operations management leading the quantitative team. After heading up M3's European compliance team since its inception and working on the implementation of GDPR principles, she is now focusing full time on compliance and processes across M3's global divisions. Jana is also a member of the EphMRA Learning and Development Committee.



Angelina Yatsenko

Quality Manager, Director of Operations and IT System Management

Angelina built her career in a variety of roles within M3 Global Research, starting with recruitment and fielding services, moving on to project management and managing IT projects related to the market research system. Currently, her primary focus is on industry compliance projects helping M3 become one of the leaders in this area. Angelina's responsibilities include providing full oversight of the US and EU offices in regard to industry regulations and applying them throughout the MR system, team procedures and processes. Angelina oversees ISO certification of M3 offices, application of HIPAA requirements, Adverse Event Reporting requirements and training, data privacy – confidentiality, security, transfer, and retention of data. Angelina has a B.S. in International Relations from Central Michigan University and an M.B.A from the University of North Carolina at Greensboro. Since Jan. 2018, she's served as a board member and treasurer of the Mid-Atlantic Insights Association chapter.



| Agenda

- Introductions
- Certified quality
- Why are we talking about this?
- An understanding of what ISO 26362 entails
- How M3 ensures quality for their clients
- ISO 20252
- Conclusion

Certified Quality



Best practices and technology audited yearly in the USA by pricewaterhousecoopers



ISO set standards that often become law



First physician panel to be ISO26362 certified by CIRQ (CASRO Institute of Research Quality) | First US market research company ISO27001 certified

North America Compliance

- First to be ISO 26362 Certified by CIRQ
- US Sunshine Act
- CAN-SPAM Law
- EU-US Privacy Shield
- US IRS Income Reporting Law
- US HIPAA Laws
- Physician Verification
- IA Professional Researcher Certification

Europe Compliance

- First to be ISO 26362 Certified By CIRQ
- ICO registered
- EphMRA Code of Ethics
- BHBIA Adverse Events and Legal & Ethical Guidelines Training
- French Loi Bertrand and Loi Anti-Cadeaux law
- General Data Privacy Regulations (GDPR)
- Physician Verification
- Russian Federal Law on Personal Data

Asia Compliance

- Japan Privacy Mark
- Japan data protection laws
- China Data Collection License
- China Internet Survey License
- Physician Verification

Global Compliance

- Model Clauses
- Triple Verification
- Duplicate Check
- Proprietary technology built with compliance in mind
- Zero Cost Data Cleaning

M3 IS A PROUD MEMBER AND SUPPORTER OF



Why are we talking about this?

Why did we initially get certified?

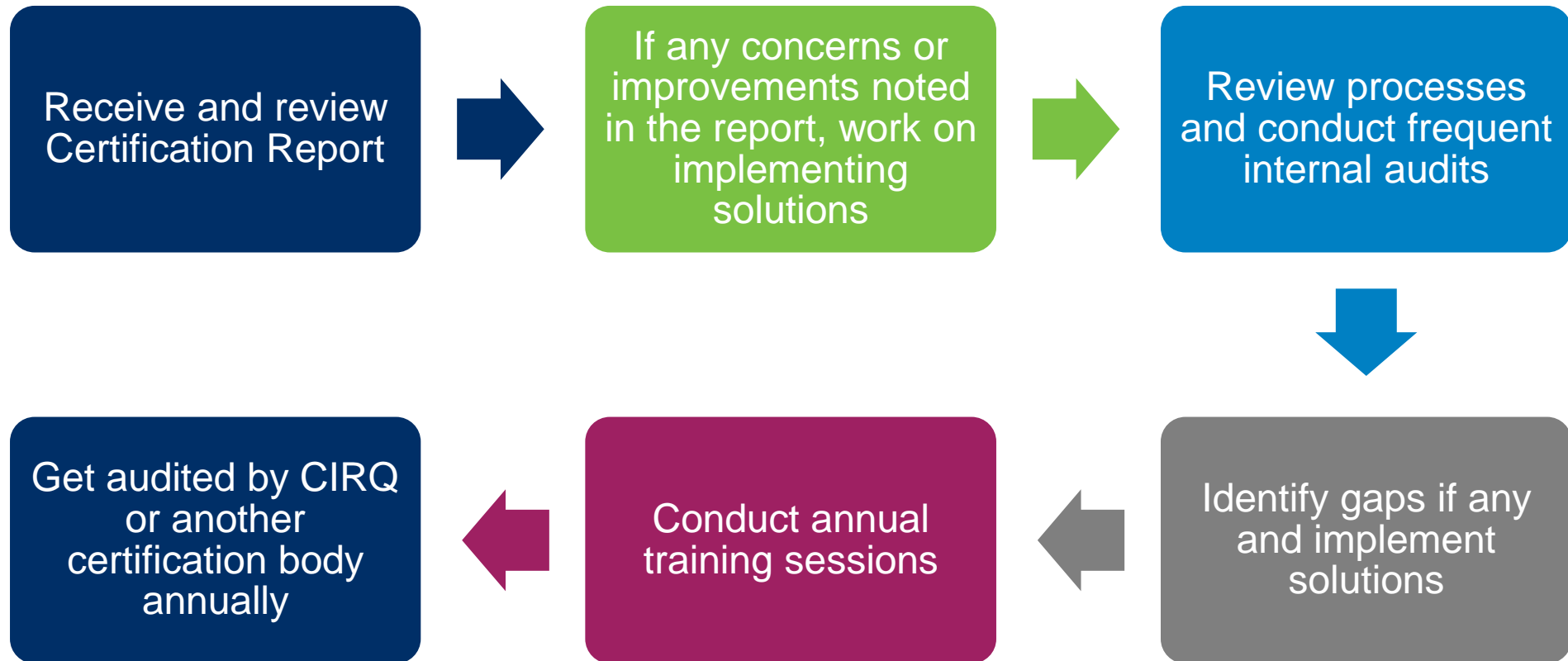


An understanding of what
ISO 26362 entails

Steps to Achieving ISO Certification



Steps after Achieving ISO Certification



How M3 ensures quality
for their clients

Panel Recruitment and Management

- All members:
 - Recruited from documented source
 - Provide appropriate information for initial confirmation of identity
 - Give explicit consent to participate in research surveys according to the terms and conditions of panel membership agreement
- Engagement
 - Pulses surveys
 - Blog
 - Member updates
- Reprofileing
- Reactivation



CLEAR BENEFIT

Confidence in responses, and full transparency.

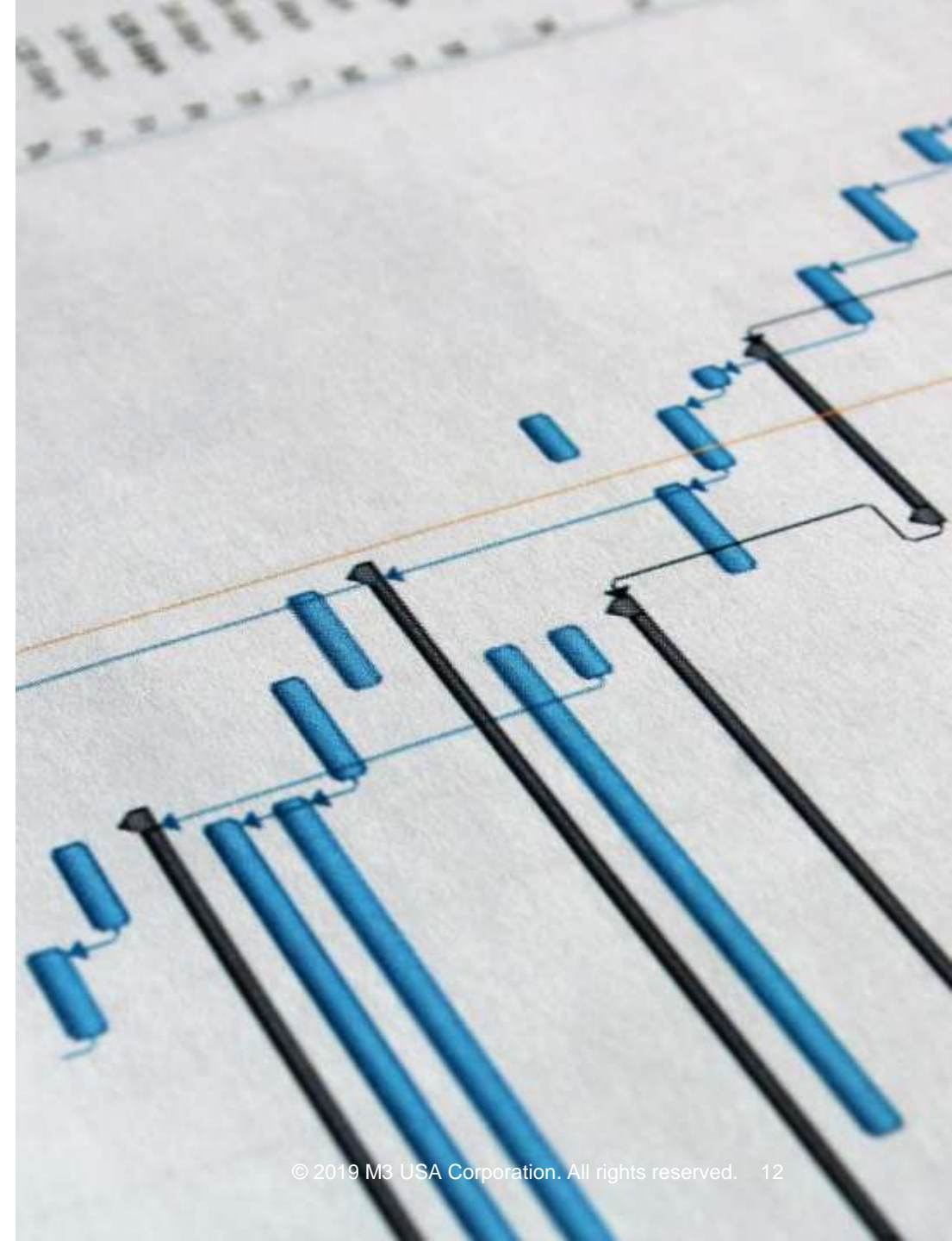
Avoidance of fatigue as benefit of engaging all members.

Project Management

- Pre-field
- In-field
- Post-field
- Standard Operating Procedures
 - Covering all PM aspects

CLEAR BENEFIT

Clients can work with any PM in a global company and expect the same service level & experience



Data Collection and Quality Control

- All deliverables are quality checked
 - Number-Checking
 - Format-Checking
 - Proofreading
 - Fact-Checking
- Once all deliverables have passed quality control, the documents are delivered in accordance with project requirements



CLEAR BENEFIT

Having Quality First at the forefront forces you to pause and ensure to take sufficient time – quality should never be an afterthought

Working with Partners

- M3 Global Research retains overall responsibility for all services carried out in connection with the project that may be outsourced/subcontracted
- M3 Global Research has precisely defined procedures for selecting subcontractors, establishing contractual relations and controlling the quality of the services provided
- All subcontractors are evaluated on a project by project basis
- All sample runs through our own de-duplication and fraud protection checks



CLEAR BENEFIT

Responsibility lies with M3 and having clearly defined standards and procedures avoids “knee jerk” reactions

IT and Data Security

- Fixed standards and regular trainings
- Documentation of onboarding for all staff
- Continuous control, review and investment
- Commitment to security for all sides (members and clients)



CLEAR BENEFIT

Focusing on the importance of it, validating investments in these areas

ISO and GDPR

- GDPR requires documentation – already in place
- Through panel engagement you already have built trust with panelists

CLEAR BENEFIT

Documentation and security were already thought about and built in – meaning they didn't have to be created for GDPR purposes



| ISO 20252

2019 Market, opinion and social research, including insights and data analytics

- In February 2019, Insights Association (CIRQ as subsidiary) announced a new ISO Standard – ISO 20252:2019
- It replaces the older ISO 20252 and ISO 26362 standards
 - Includes improved relevance to current market research stakeholder needs
 - Eliminated duplicative clauses and subclauses from 26362 and the previous version of 20252
 - It reflects new data practices-ethical requirements, data management security that align with the EU's General Data Protection Regulation (GDPR)

| ISO 20252

2019 Market, opinion and social research, including insights and data analytics

- Audit against the Clause 4 Core Requirements for Market, opinion and social research and at least one of the following 6 Annexes:
 - Annex A – Sampling including access panels
 - Annex B – Fieldwork
 - Annex C – Physical Observation
 - Annex D – Digital Observation
 - Annex E – Self-completion
 - Annex F – Data management
- December 2020 to transition to and audit under the new standard

Conclusion

- Favorite thing about certification
 - Standardized processes
 - Internal and external audits for improvements



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Next Webinar

[A Spotlight on QQFS](#)

16 April | 10am ET / 3pm GMT

Presenters: Alexandra Benoist, Hanna Gorgis, and Stephen Anderson

THANK YOU

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