



M3 GLOBAL RESEARCH CASE STUDY

M3 CONFERENCE MOBILE APP

OVERVIEW

Business Need

Our client was interested in helping their Pharma client gauge insight and reaction 'in the moment' to five specific abstracts or oral sessions, and conducting immediate response research with attendees soon after specific sessions ended.

Solution

M3 recommended an approach using mobile technology with our downloaded app rather than more traditional online options.

The research program was divided into three phases:

- **PHASE 1:** Pre-recruit oncologists and download a mobile app
- **PHASE 2:** Time dependent survey link activations and survey response collection
- **PHASE 3:** Online focus group within 10 days after the conference

Results

- Data was readily available and insightful
- Participation and engagement were high
- Our client did not need to constantly probe for interactions with respondents

What We Learned

- Compensation was an important piece of the project, but not the only aspect
- Once they have experienced the ease of participation with the app, they were hooked
- It is critical to keep the survey short and focused
- It is essential to pre-recruit

BUSINESS NEED

ASCO is a large oncology conference and attracts 37,000 (2015) attendees from around the world. Despite (or because of) the large number of attendees, it has been competitive and challenging to conducting live research with conference attendees given the many simultaneous sessions, extremely busy schedule, and little available time for most attendees.

Our client was interested in helping their Pharma client gauge insight and reaction 'in the moment' to five specific abstracts or oral sessions, and conduct immediate response research with attendees soon after specific sessions ended.

SOLUTION

M3 recommended an approach using mobile technology with our downloaded app rather than more traditional online options. The benefits:

- Allowed for geofencing respondents to the conference
- Enabled utilization of Push Notifications as sessions concluded to remind recruited Oncs to participate in surveys
- Allowed for participation with no/limited Wi-Fi signals – data automatically uploaded upon Wi-Fi connection
- Provided for physicians to dictate open end answers for a more familiar and comfortable method of collection for the doctors, and more meaningful and in-depth responses for our client
- Created immediate, rather than delayed, responses and reactions to abstracts of interest

WHAT WE DID

M3 pre-identified conference attendees around the world and recruited 40 US and 40 European attendees to participate in the various research sessions. Our client provided survey and discussion guide design, moderated all live sessions, and performed all analysis on content generated in the research.

The research program was divided into three phases to enable research for specific scientific sessions and overall conference perceptions important to our client's pharmaceutical research sponsor:

PHASE 1: Pre-recruit oncologists and download a mobile app

M3 programmed a screener to identify Oncology MDLinx members registered for the 2015 ASCO conference in Chicago, interested in participating in mobile research studies, and attending selected oral sessions or abstracts at the meeting. M3 required recruited oncologists to download an app on their portable device before the conference and take a short survey. The pre-conference survey verified functionality.



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PHASE 2: Time dependent survey link activations and survey response collection

Session-specific surveys were designed for each of the five sessions of interest. Each survey was activated soon after that session of interest was scheduled to end, and a 'push' reminder was sent to each recruited oncologist to log into the app and take the short survey on their mobile device. The survey link was open for 48 hours to allow oncologists to take the survey at their convenience.

Phase 3: Online focus group within 10 days after the conference

Attendees agreed to participate in 1 of 3 English language focus groups scheduled by the client as needed soon after the conference.

RESULTS FOR SUCCESS

Data was readily available and insightful. Daily updates on completions were provided to the client. All survey data was provided to the client after the conference for analysis.

Participation and engagement were high; with reminder systems in place and the natural use of mobile devices, physicians participated in and enjoyed the convenience of the methodology.

Our client did not need to constantly probe for interactions with respondents.

WHAT WE LEARNED

Compensation was an important piece of the project, but not the only aspect. Oncologists received an initial honorarium for downloading the mobile app and taking the initial short survey.

While it can be challenging to get respondents to download an app onto their phone, once they have experienced the ease of participation with the app, they are hooked. It is considered easy-to-use, engaging, and far less cumbersome than an online survey.

It is critical to keep the survey short, focused on key objectives, with clear questions.

It is essential to pre-recruit and have physicians download the free app and take a short survey. Tech support was an important factor for any physicians having difficulty before or during the conference.

DOWNLOAD TODAY



For additional information on how we have utilized mobile at medical conferences and in other ways, please contact **Amber Leila Esco** at 202-293-2288 ext.236 or aesco@usa.m3.com.