

MULTI-COUNTRY QUALITATIVE RESEARCH STUDY

with Executives in Patient Advocacy Groups



BUSINESS OBJECTIVE

Understand the challenges leaders of patient advocate groups are facing around the globe.

Achieve a broad view of the current situation across 5 regions and diverse economies.

Identify regionally-specific advocacy group critical needs.



SOLUTION

M3 built on its extensive experience recruiting oncologists worldwide and expanded into a related audience in the community. The combined effort across US and EU M3 offices with local partners resulted in the successful recruitment of **50 leaders of patient advocacy groups** across **28 countries**.

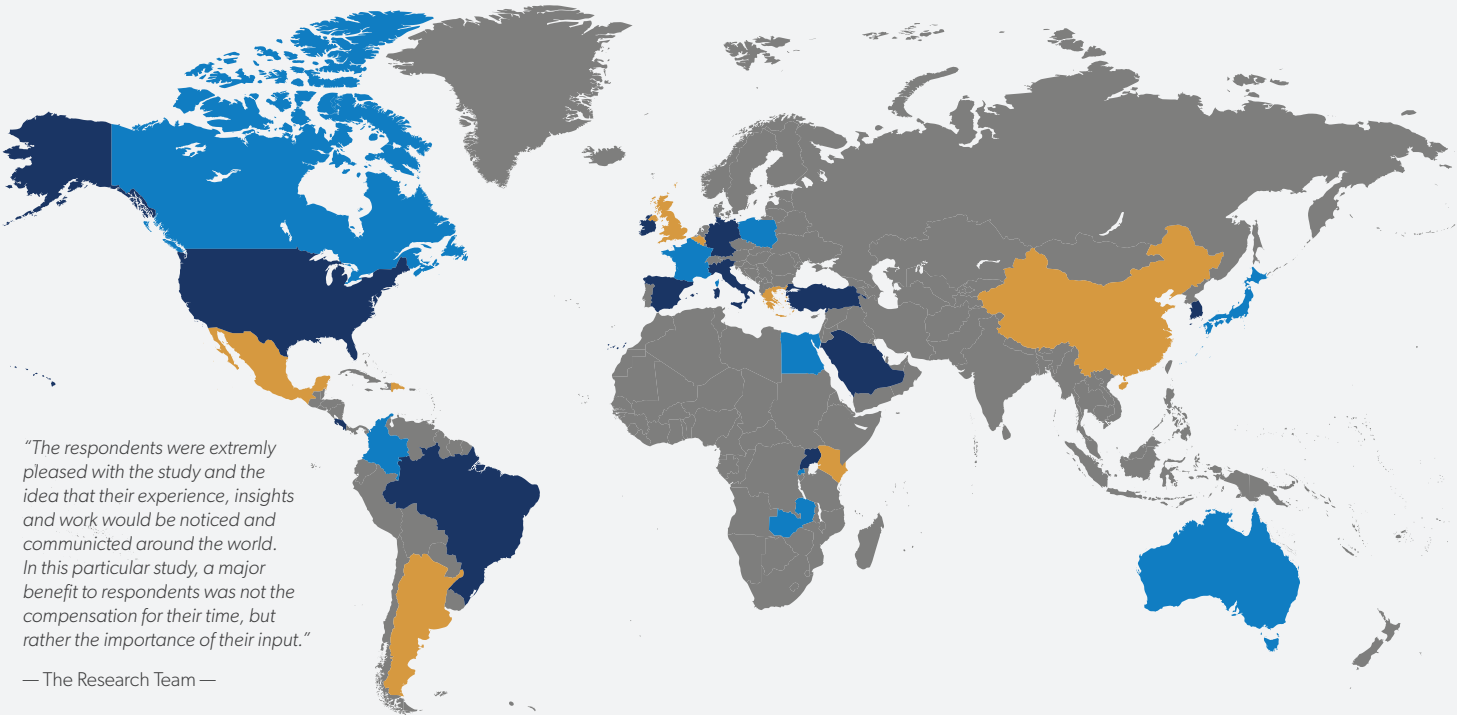
The team accomplished numerous partner briefings, coordinated discussion guide translations, adverse event training briefed **more than 10 native language** moderators, and supported ongoing recruiting efforts.

The first interview was completed **under 6 weeks** after the kickoff meeting. All transcripts were translated to English and validated by M3 senior staff member before delivery to the client. Collected data on programs and prioritized needs via a programmed interface to ensure all respondents were asked the same questions in the same way - and help guide the moderator probing during the interview. Updates on reportable adverse events were delivered to the client on a timely manner across the many weeks of interviewing.



OUTCOME AND CONCLUSION

M3 was able to coordinate the requirements to support the qualitative research study **across 5 continents and 28 countries** to keep the project on schedule and budget, especially in view of the slow progress in the APAC countries. The project required continued flexibility as the client added countries while we were in field.



"The respondents were extremely pleased with the study and the idea that their experience, insights and work would be noticed and communicated around the world. In this particular study, a major benefit to respondents was not the compensation for their time, but rather the importance of their input."

— The Research Team —