



M3 GLOBAL RESEARCH

Qualitative | Quantitative | Global Studios

Getting your MR sample right:
9 ½ ways to maximise fieldwork success!

Introductions



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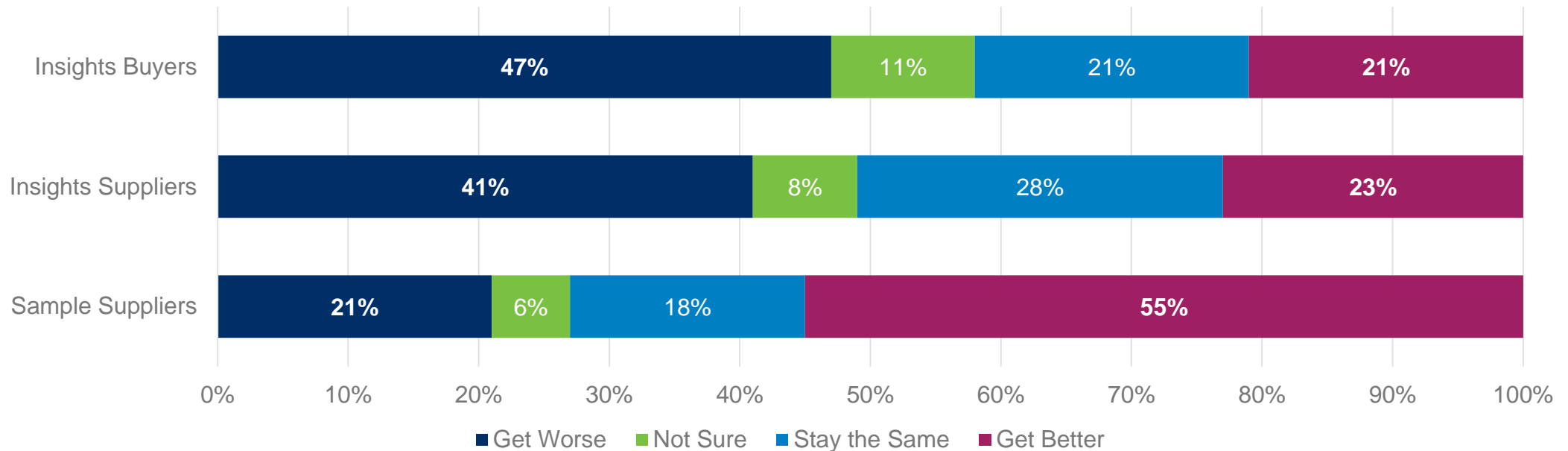


Aida Tovar
Chief Panel Officer
M3 Global Research

The Future of Sample Quality

GRIT Report – Q1/Q2 2017

Will sample quality get better, stay the same, or get worse over the next three years?



1. The importance of best practice when sampling for MR

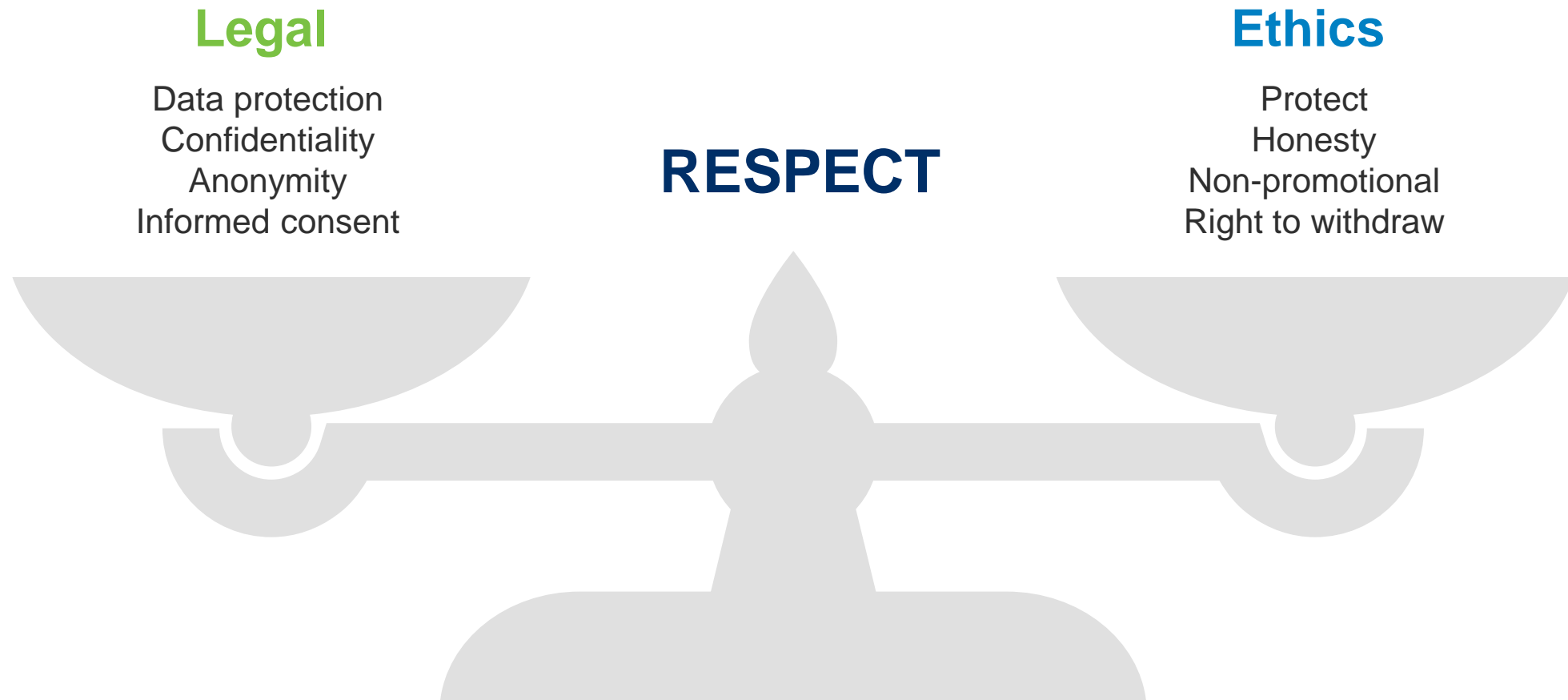
What you need to get right

- A good sampling plan
- Project delivery on schedule
- Achieve fielding objectives based on the needs of the research
- Identify risks early
- Closed loop feedback = better engagement

What can go wrong

- Not knowing what to expect during fielding
- Poor segmentation
- Realising too late that you can't deliver the project

| Principles of sampling compliance relating to participants



2.

Understand what the guidelines say about sampling

BHBIA Guidelines

- Respondent type
 - Appropriate
 - Study objectives
 - Methodology
- Sample size
 - Limited to achieve the objectives of the study
 - Consistent with the methodology

What can go wrong?

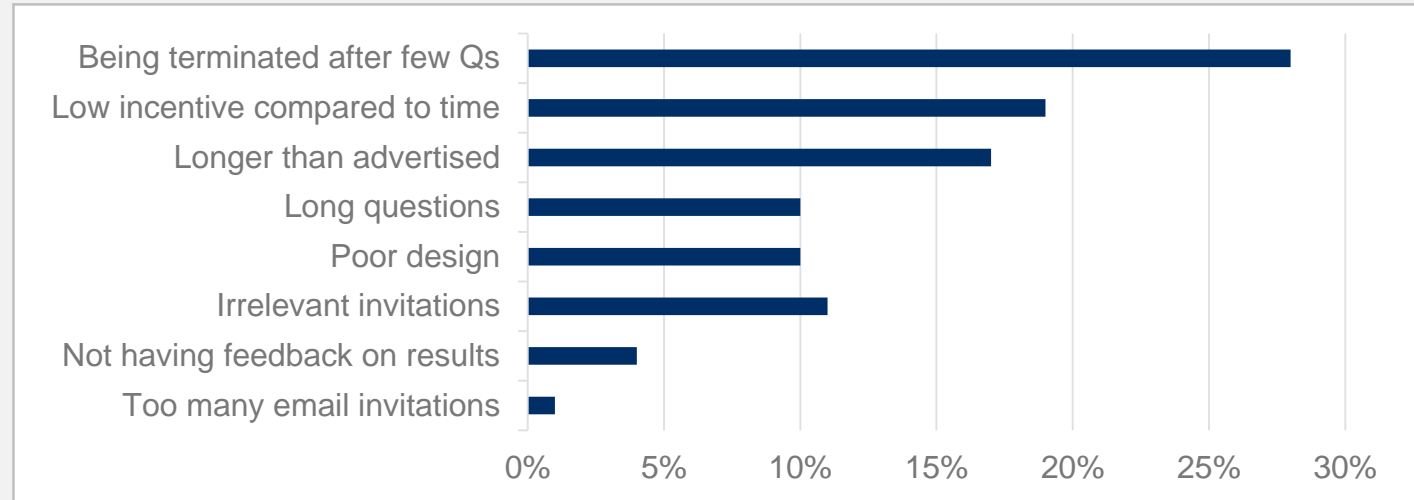
- Inviting more respondents than are required
- Loss of interest from respondents due to irrelevant invitations or a high volume of invitations

Do we do enough to ensure HCPs are treated appropriately?

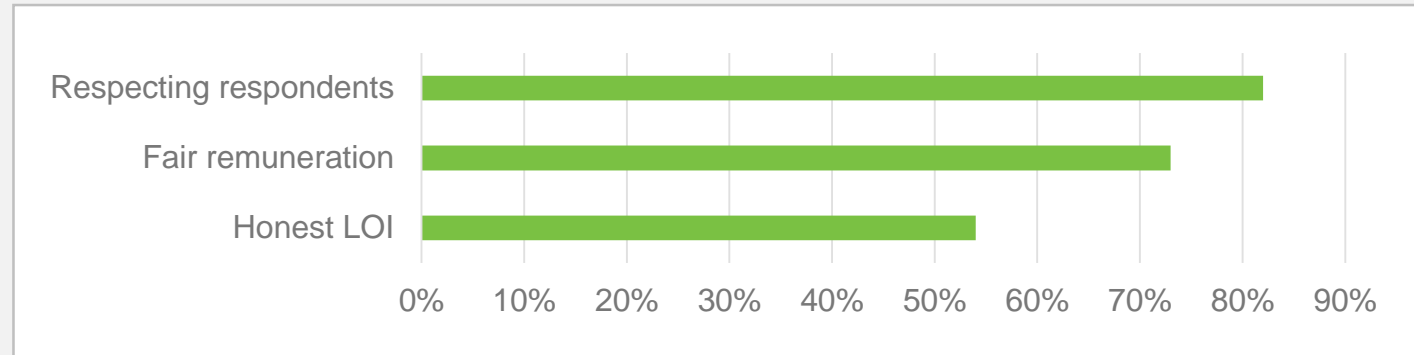
1) Sampling – Leveraging Compliance to motivate response rates and build confidence in business intelligence. A Healthcare Professional Perspective. Quantitative Research. All HCP respondents= 751 HCPs across EU5. 3-4 min online study. M3 Global Research, Hammersmith London. Jan 2017

2) Sampling-Leveraging Compliance to motivate response rates and build confidence in business intelligence. An Industry Perspective. Quantitative Research. All respondents= 184. Pharma company employees N=10; Full Service Research company employees N=95; Data Collection Supplier Employees N=65; Others N=14. 3-4 min online survey. M3 Global Research, Hammersmith London.

Key respondent frustrations¹



The industry perspective²



Spontaneous HCP comments on improvements needed

What can we do to ensure our obligations towards compliance and ethics encourage your future participation in market research?

■ Ethics ■ Respect ■ Legal

“Thinking carefully, what can we do to ensure our obligations towards compliance and ethics encourage your future participation in Healthcare Market Research?” All asked N=722; N=260 provided a response; N=113 included in the above results. Those excluded indicated nothing further was needed (N=120) or provided miscellaneous responses



3.

Create a plan

Making a plan

- Study needs
- Timelines
- Volume of invitations
- Forecast your results:
 - Plan to soft launch
 - Plan to full launch + ongoing monitoring
- Have a contingency plan

What can go wrong?

- Not having a roadmap to achieve the objectives
- Late delivery

4.

Understand the role of incentives

Getting incentives right

- Honoraria sensibilities
- Type of respondents
- Motivation
- Adapted to the task
- Appropriate to time

What can go wrong

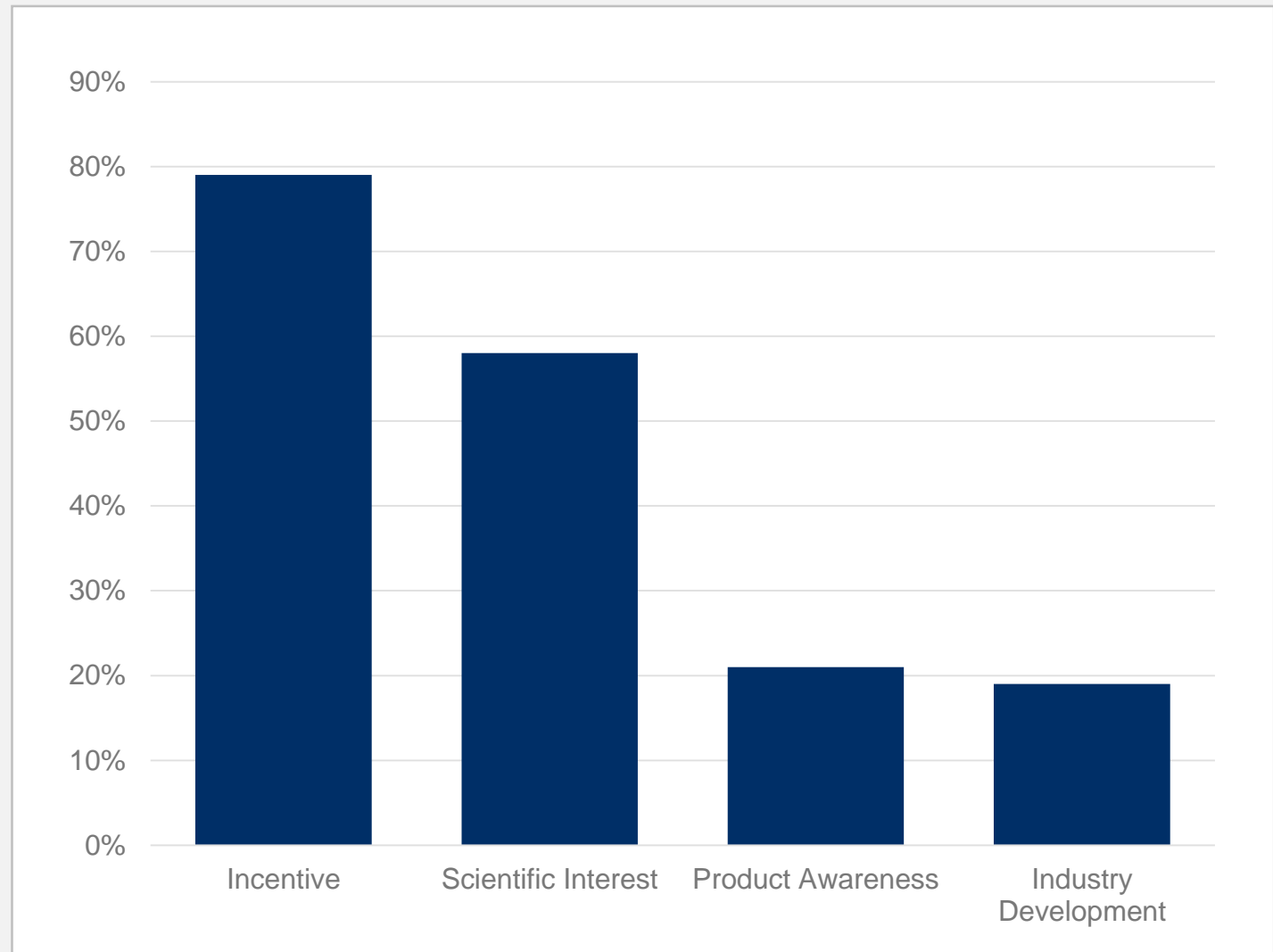
- Impact on data quality
- Response rates
- Abandon rates

Motivations for taking part in market research

Financial compensation remains the primary motivator for doctors to participate in MR. However, secondary and tertiary motivators appeal to their curious and altruistic natures

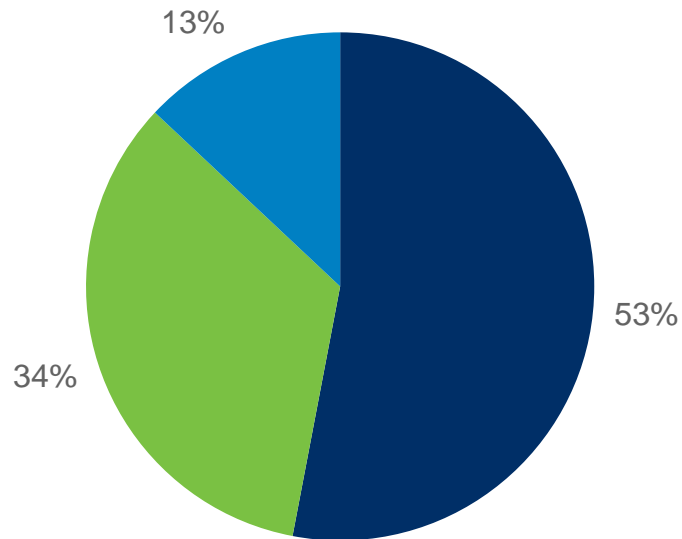
1) Healthcare Market Research Participation – Motivations. Quantitative Research. All respondents= 5084 HCP's across EU5. 5 min online study. M3 Global Research, Hammersmith London. (June 2016)

HCP key motivators¹



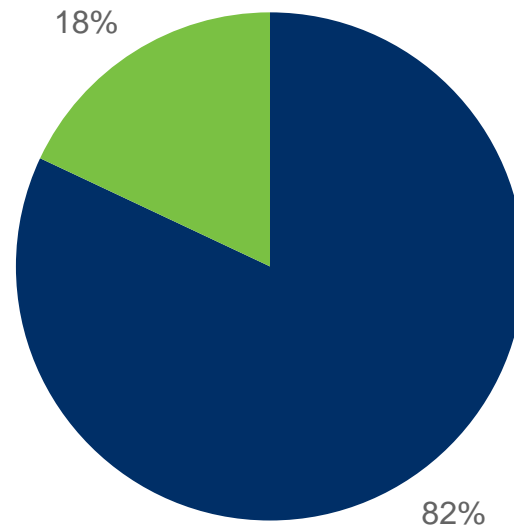
If you get incentives wrong...

Incentive amounts impact the quality of my engagement and answers to market research questions.



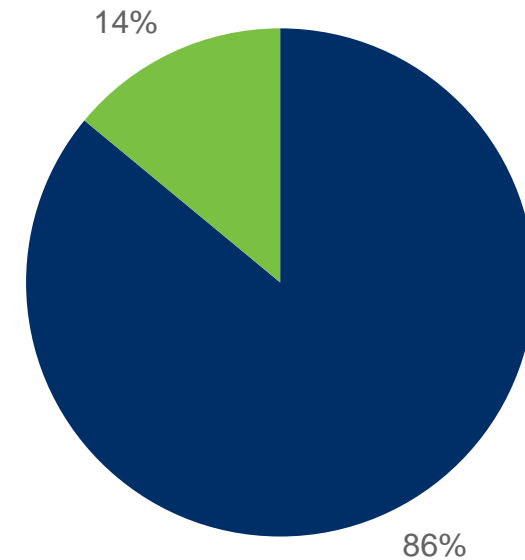
■ Agree ■ Neither agree or disagree ■ Disagree

Have you declined to participate in market research because the incentive was inadequate?



■ Yes ■ No

Have you abandoned a market research survey due to the time involved being advertised incorrectly?

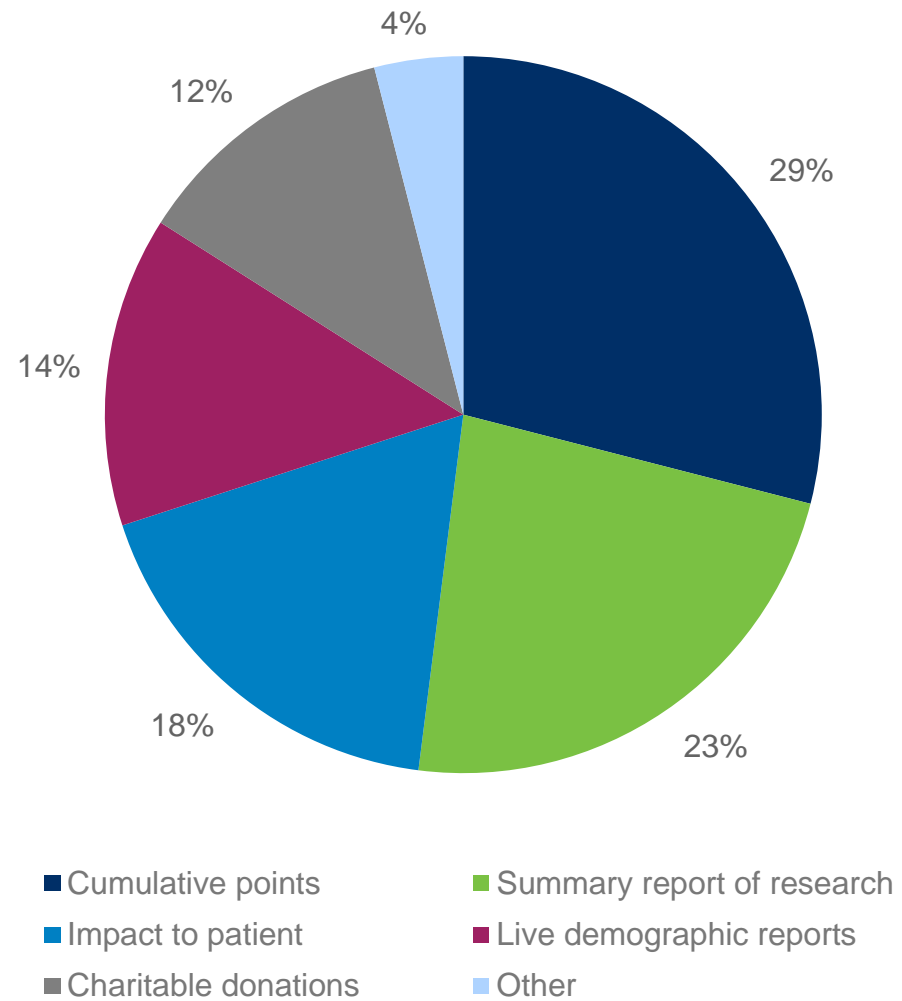


■ Yes ■ No

N=504, online survey of HCPs conducted by M3 Global Research, 2015

Supplementary rewards that would incentivise respondents in addition to cash

- 37% See an end outcome such as a summary/ demographic report as valuable
- Only 12% see charitable rewards as a motivator
- 29% See the benefit of cumulative rewards



EU base, N=755. Online study conducted by M3 Global Research, 2016

5.

Get resources ready

Implementing the plan

- Materials - invitations
- Team members
- Technological needs

What can go wrong

- Not enough resources for the plan
- Execution of the plan and then realise extra resources are needed

6.

Targeting based on profiling information

Benefits

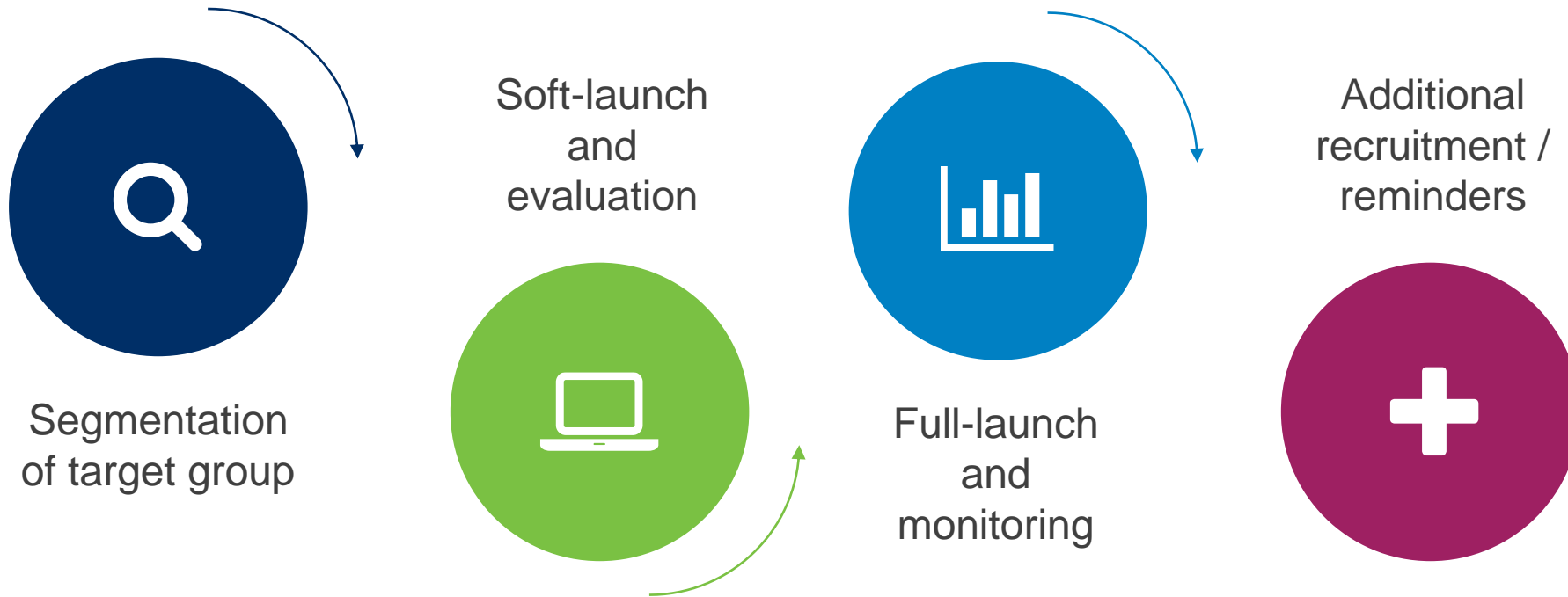
- Better segmentation
- Higher response rates

What can go wrong

- Unsubscribes
- High abandon rates
- Respondent dissatisfaction
- Low participation

7.

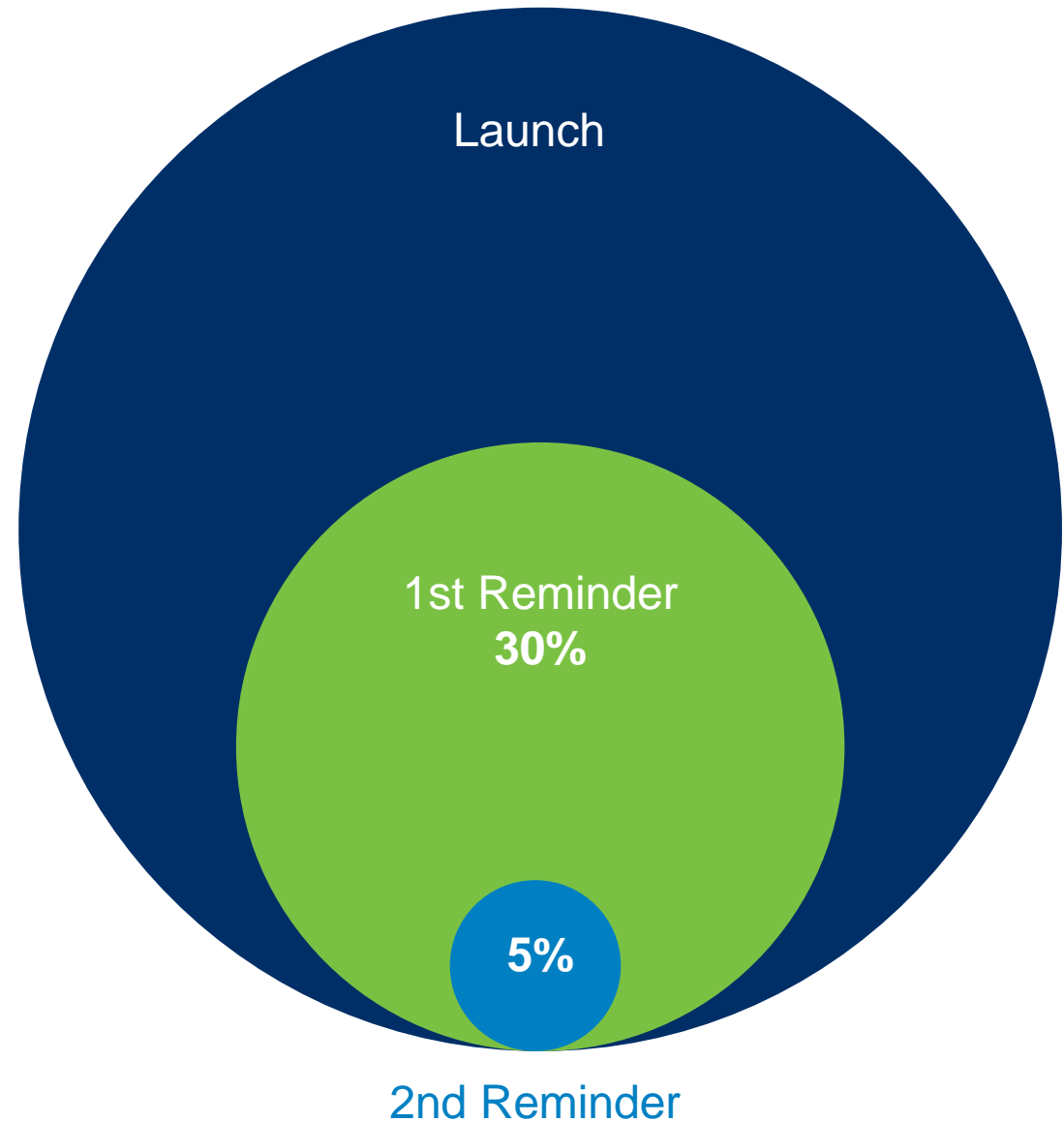
Sampling plan execution



Failure to execute the previous steps = study failure

Reminders

There is little point in sending out more than two reminder emails due to the diminishing returns, unless there are exceptions to consider.



M3 Historical Review of 1,964 projects conducted, 2016

8.

Ongoing monitoring

Importance of monitoring

- Gives you a chance to rectify the situation
- PDCA (plan, do, check, action)

When sampling is off track

- Review
- Adjust
- Reminders

9.

Always have a Plan B

When to use Plan B

- Bulk of movement in the first 4-6 days in the field
- As soon as a flag is raised – urgent review. What are your options?
- Check: tech, sampler/target type, invitation content

...and when Plan B doesn't work

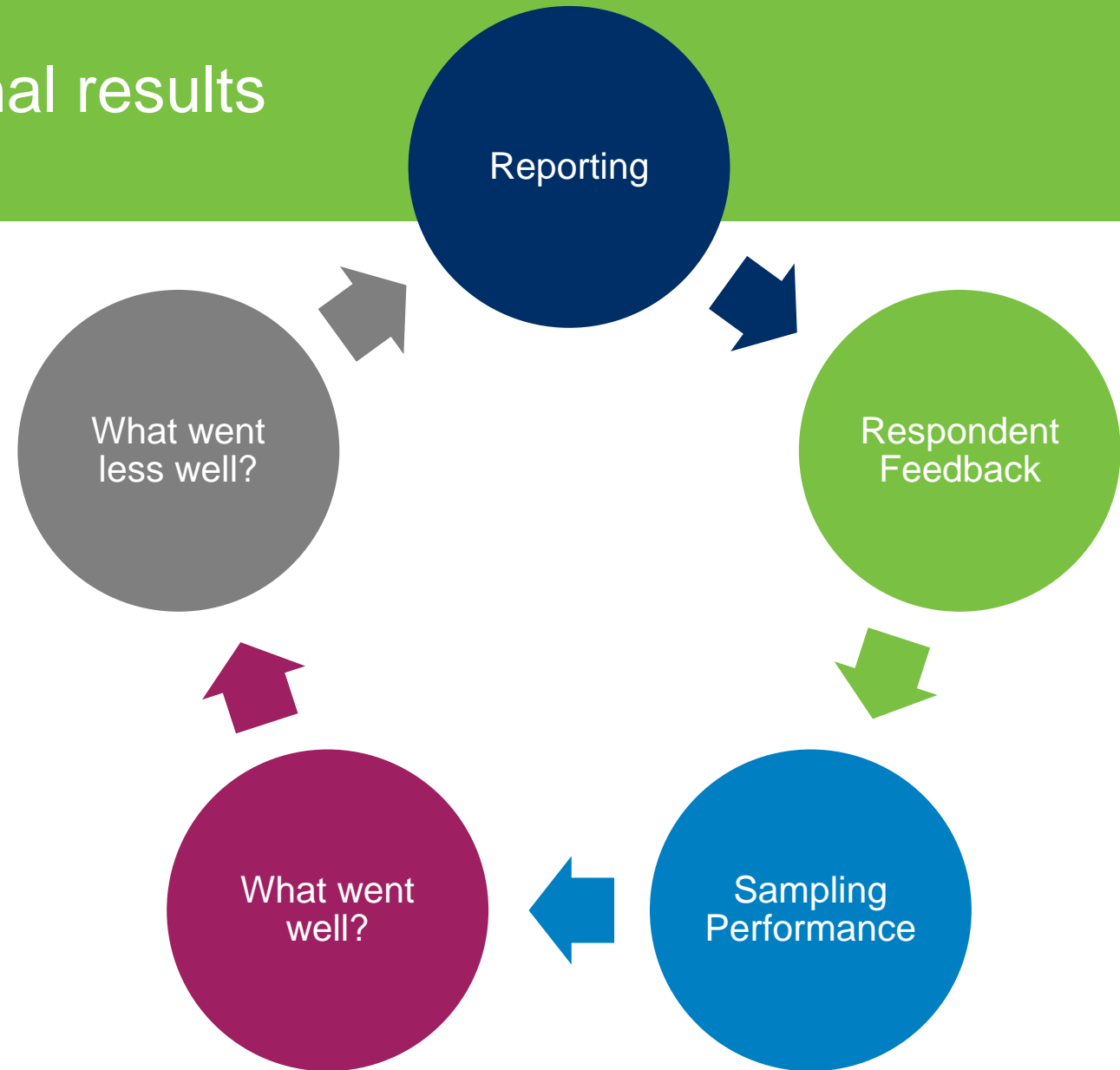
- Check all options again
- Reminders (but not more than two)
- Plan A (internal), Plan C (external)

External partners

- De-duplication
- Expectation
- Juggling quotas

Why it matters...

- Internal CRM
- New joiners
- Profiling
- Inactive members
- Referrals
- Retention



 M3 GLOBAL RESEARCH

Summer Webinar Series

How GDPR Impacts Fieldwork

10 July | 12pm ET / 5pm BST

Presenter: M3's GDPR Team

THANK YOU

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