



# FROM **GAMIFICATION** TO REVIVIFICATION

Innovating the Research Experience for Healthcare Professionals

# BACKGROUND

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Gamification as a term has been considered for many years as a solution to declining engagement rates in market research (MR), but its appropriateness for healthcare MR is questionable. However, considering gamification as 'creative questionnaire design' rather than 'patient record forms (PRFs) with space invaders' allows us to think more innovatively about improving the research experience.

As the M3 Global Research unique research highlights, respondents themselves know how and why their interest wanes. So, addressing these challenges through gamified approaches will improve engagement and, more importantly, the quality of captured data.

# SURVEY FINDINGS

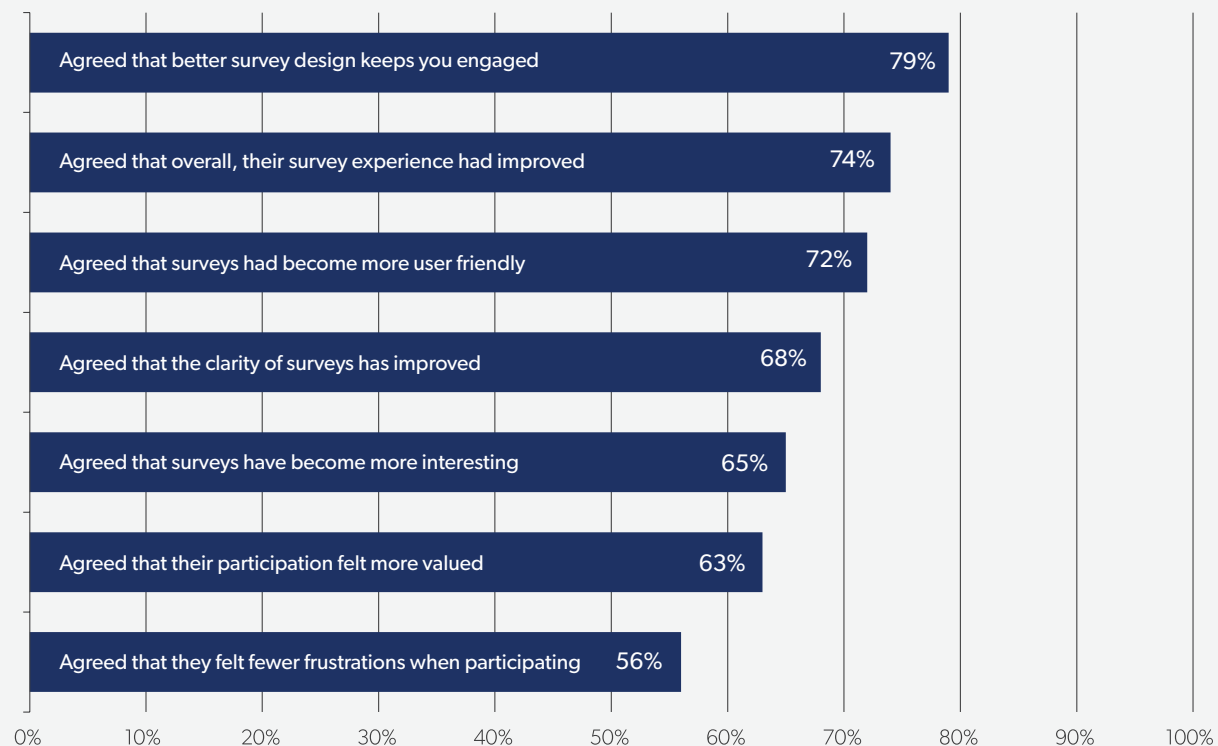
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In September 2017, M3 Global Research conducted a survey with 846 physicians in the US and EU5 (France, Germany, Italy, Spain, UK.) There was a proportionate split between specialists (n=589) and primary care physicians (n=257), and an even split across medical specialties.

What was unique about this sample is that it was targeted based on the extent of the respondents' experience as market research respondents. The study was focused on seasoned respondents who were able to draw on many years of experience. Across all specialties and seniorities, the average experience was 8.1 years.

# OPINIONS ON RESEARCH

With that experience in mind, the survey asked physicians the extent to which they agreed with seven statements on research. Here is what the survey revealed:



By contrast, when M3 surveyed industry professionals in January 2017, only 32 percent thought the organization was doing enough in terms of creative survey design. Such high scores here indicate that the message on content and its importance appears to have an impact at the respondent level.

Observing that three-quarters of respondents think their survey experience has improved and that usability is improving suggests that perhaps our industry-wide pessimism about survey design and the need for change is not entirely supported. In fact, every attribute received a score above 50 percent, so the consensus is extremely positive. However, there are still frustrations, and opportunities for improvement, and these areas will benefit most from creative design.

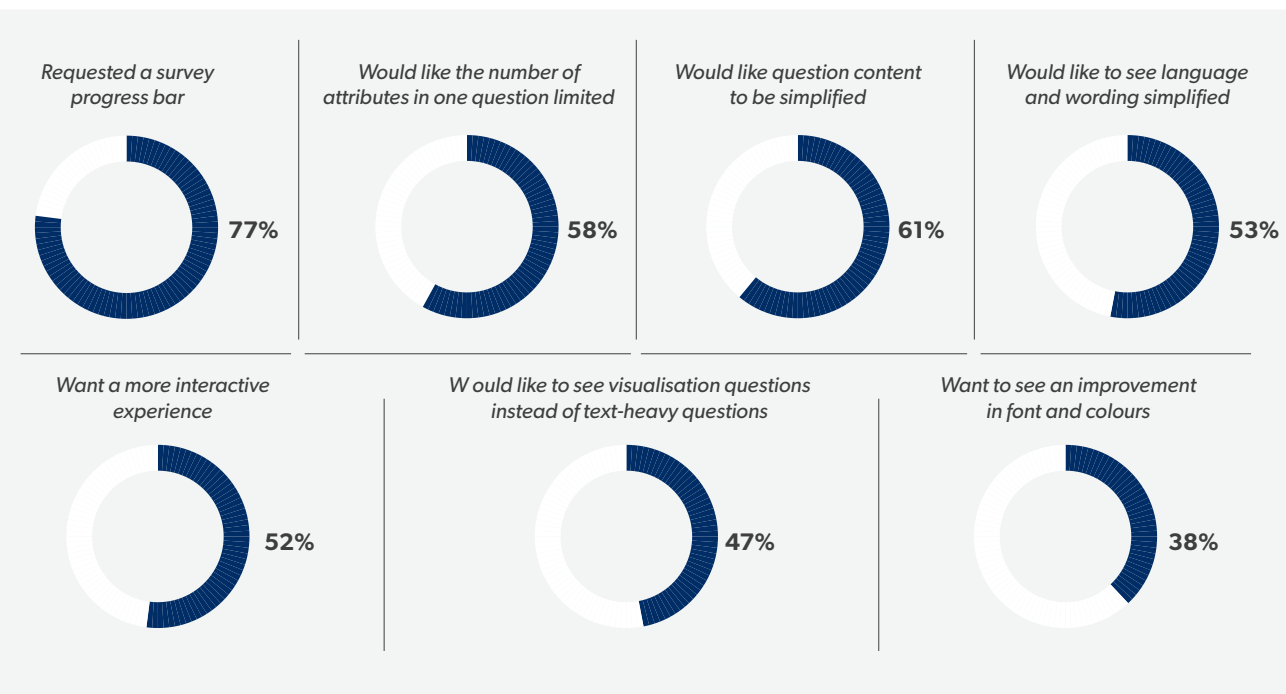
# SURVEY DESIGN IMPROVEMENTS

The next section of the survey was designed to help identify where investment in creative design or gamification is going to generate the most return and where it can be most usefully deployed.

The survey revealed that physician respondents enjoy participating in new product research studies above other methodologies, with 69 percent of respondents ranking them in first or second place. Perhaps this is a natural preference given that these surveys reward healthcare providers (HCPs) with additional clinical knowledge, which we know from previous proprietary research is an incentive for participation.

By contrast, and slightly concerning given their increasing prevalence, only 13 percent prefer participating in patient record form surveys. This decreases to 11 percent for measurement of customer attitude surveys and 10 percent for pricing surveys. Respondents struggle to engage with these types of studies and are thus a natural fit for innovation.

When respondents were asked where they wanted M3 to focus its survey design improvements to impact their future participation:



However, some of these come with a caveat. Unnecessary fonts and colours can make a survey become cluttered, which is why it's important that none of these recommended improvements compromise usability and clarity. Improvements should reduce completion times and simplify the survey experience.

## PUTTING IT INTO PRACTICE



The best thing about these survey findings is that many of the takeaways can be introduced in your next survey, with little or no cost, time, or effort. Here are some of those actions you can take:

**Progress notifications.** At the programming stage, ask for a progress bar so respondents can see how far they have yet to go. While some may be concerned that this transparency will equate to drop-outs increasing, the opposite is actually true.

**Clear and concise content.** HCP respondents are characteristically extremely busy. Make their survey journey as simple and easy as possible to engage with.

**Take tips from design thinking.** Put yourself in the place of your respondents and create your survey from their perspective. From the outset, you should have extreme clarity on objectives; clarity on objectives means better survey design.

**Visualisation.** As the old adage goes, a picture is worth a thousand words. Even a simple infographic might make otherwise hard to digest information much easier to understand.

**Restriction and constraint.** Limit the number of words in questions and also limit the number of attributes rated within a question.



# M3 GLOBAL RESEARCH

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