

HEALTHCARE & PHARMA | FIVE MARKETS ACROSS NORTH AMERICA, EUROPE AND ASIA

# Online survey of dentists and dental lab technicians in five markets

A five-minute online survey of general dentists and dental lab technicians, fielded in five markets at once.



## AT A GLANCE

### CLIENT

Dental products company

### INDUSTRY

Healthcare & Pharma

### MARKET

Five markets across North America, Europe and Asia

### METHOD

Online survey, 5 minutes

### SAMPLE

General dentists and dental lab technicians

## THE CHALLENGE

A dental products company needed fast, comparable input from general dentists and dental lab technicians across five markets. Two professional audiences that are hard to reach quickly called for deep professional panels and tight quota control by audience and country.

## OUR APPROACH

We screened both audiences to their own quotas and launched all five markets together.

- 1 Confirmed purchasing involvement for practices and labs
- 2 Kept the survey to five minutes for busy clinical schedules
- 3 Launched all five markets together with quota control
- 4 Verified professionals and checked data quality

## THE RESULTS

- ✓ Dentists and lab technicians together showed the full purchasing picture
- ✓ A short design protected completion among busy professionals
- ✓ Consistent fielding kept five markets directly comparable

## SERVICES USED

Online data collection   Hard-to-reach audiences   Global fieldwork coordination   Quantitative recruitment  
Survey programming

## ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

### Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

### Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

### Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

## WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

## Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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### SEND A BRIEF

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*Client project. Client details are anonymised.*