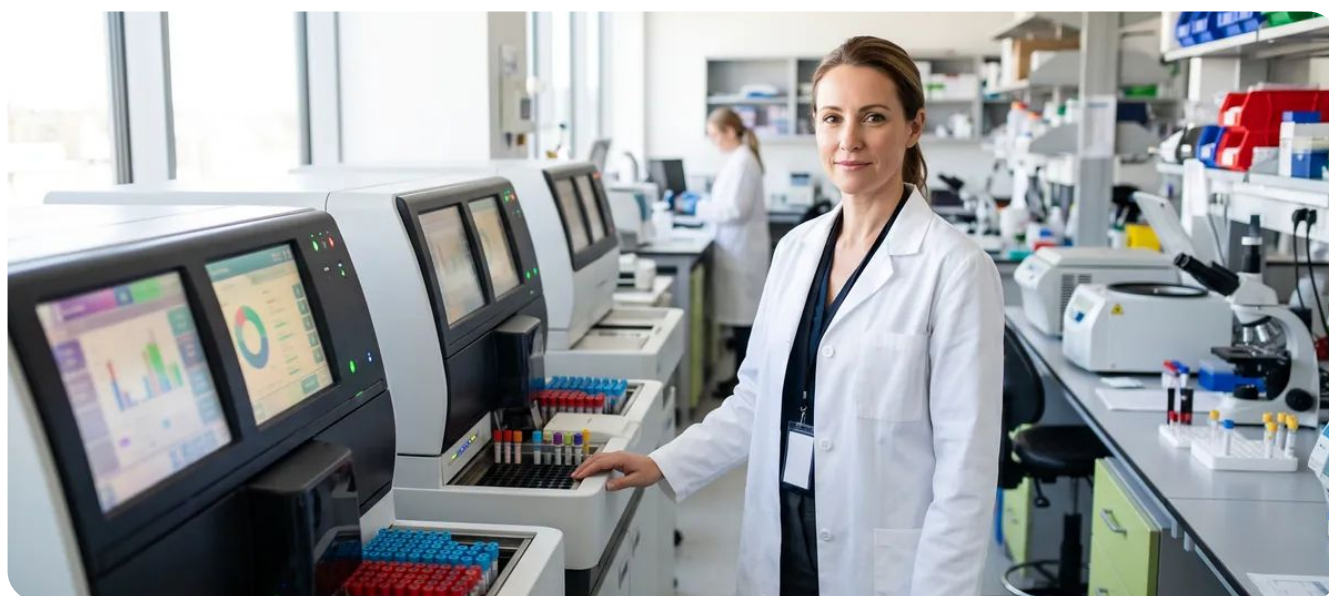


HEALTHCARE & PHARMA | WESTERN EUROPE

Telephone profiling survey of molecular diagnostic labs

Sixty CATI interviews with directors and managers of high-volume molecular diagnostic labs, profiling installed base and test volumes.



AT A GLANCE

CLIENT

Healthcare intelligence firm

INDUSTRY

Healthcare & Pharma

MARKET

Western Europe

METHOD

CATI quantitative survey, 30 minutes

SAMPLE

60 lab surveys

TIMELINE

4-week fieldwork

THE CHALLENGE

A healthcare intelligence firm needed to profile the installed base and test volume of molecular diagnostic labs, reaching lab directors and managers at high-volume public and private facilities. Senior lab leaders are gatekept and short of time, so telephone access to a clean, tier-weighted sample was the core challenge.

OUR APPROACH

Our CATI team ran targeted outreach to qualified lab leaders and steered the sample towards high-volume facilities.

- 1 Telephone outreach to qualified molecular lab leaders nationwide
- 2 A 30-minute survey capturing installed base and test-volume detail
- 3 Sample steered to major cities and high-volume facilities
- 4 Respondent verification and validated survey data

THE RESULTS

- ✓ 60 lab surveys completed in a 4-week field period
- ✓ Telephone reached senior lab leaders that online sampling could not
- ✓ Confirming role and lab type protected data quality

SERVICES USED

CATI Hard-to-reach audiences Global fieldwork coordination Quantitative recruitment

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.