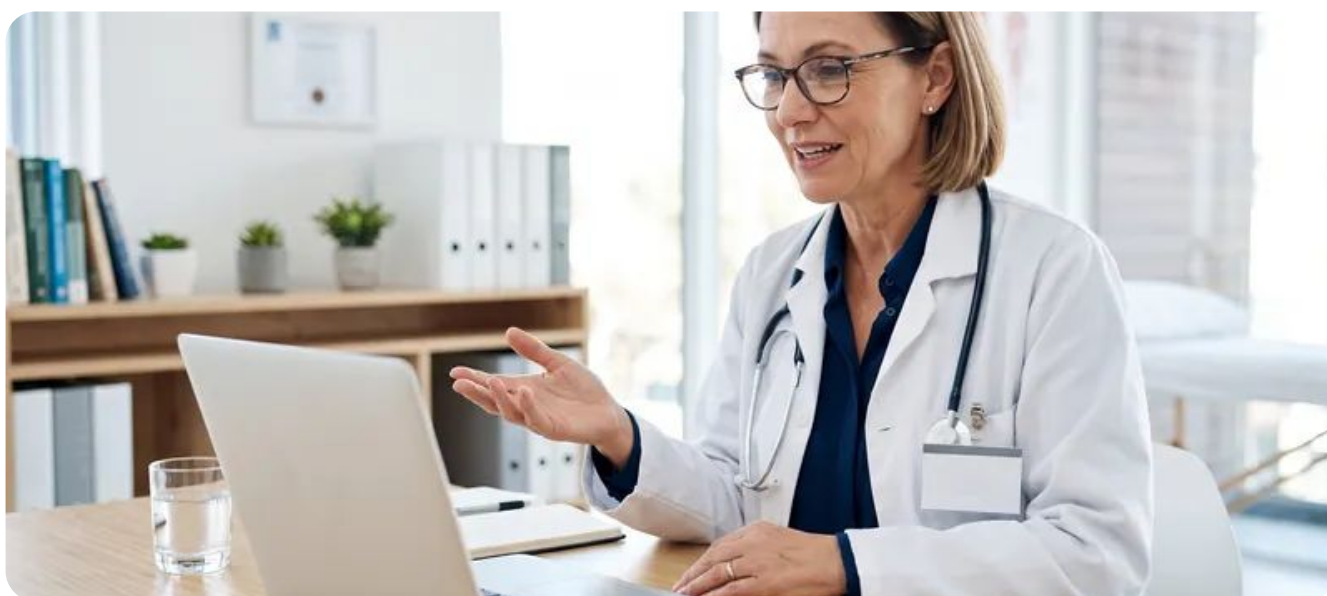


HEALTHCARE & PHARMA | NORTH AMERICA AND EUROPE

Recruiting oncologists for remote in-depth interviews

Thirty verified oncologists in North America and Europe interviewed by video for a pharma treatment-journey study.



AT A GLANCE

CLIENT

Global pharmaceutical consultancy

INDUSTRY

Healthcare & Pharma

MARKET

North America and Europe

METHOD

Remote in-depth interviews, 45 minutes

SAMPLE

30 practising oncologists

TIMELINE

3 weeks

THE CHALLENGE

A pharma consultancy needed oncologists who actively treat a specific tumour type to discuss treatment pathways. Specialists are hard to reach, their time is expensive, and every respondent had to be verified as a practising physician.

OUR APPROACH

Our healthcare recruitment team combined verified panel partners with targeted outreach, and checked every recruit before scheduling.

- 1 Verified medical licence and current practice for each recruit
- 2 Screened for patient volume and treatment decision-making role
- 3 Scheduled interviews across time zones around clinic hours
- 4 Handled honoraria in line with local compliance rules

THE RESULTS

- ✓ 30 interviews completed, 15 per market
- ✓ Every respondent verified before the interview
- ✓ Fieldwork closed within the three-week window

SERVICES USED

Respondent recruitment Hard-to-reach audiences

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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Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.