

HEALTHCARE & PHARMA | SEVEN MARKETS ACROSS NORTH AMERICA AND EUROPE

Expert interviews with rare-disease gene therapy prescribers

A three-phase study with the very few haematologists and hospital pharmacists who have used a rare-disease gene therapy outside a clinical trial, across seven markets.



AT A GLANCE

CLIENT

Rare-disease pharmaceutical company

INDUSTRY

Healthcare & Pharma

MARKET

Seven markets across North America and Europe

METHOD

Web-assisted telephone in-depth interviews, 45 to 60 minutes

SAMPLE

Haematologists and hospital pharmacists

THE CHALLENGE

A rare-disease pharmaceutical company needed expert interviews with clinicians who had used a new gene therapy outside a clinical trial. Only a handful of prescribers exist in each market, and the study ran in three phases mixing client-supplied lists with independent recruitment of hospital pharmacists.

OUR APPROACH

We combined client lists with free-found recruitment and handled every contact to clinical-grade standards.

- 1 Engaged client-listed haematologists and independently sourced hospital pharmacists by phase
- 2 Scheduled 45 to 60-minute web-assisted telephone interviews around clinical rotas
- 3 Provided native-language moderation, simultaneous translation and transcription in non-English markets
- 4 Ran adverse-event-aware processes and strict confidentiality throughout

THE RESULTS

- ✓ Three study phases delivered across seven markets
- ✓ Independent recruitment unlocked pharmacists the client list could not reach
- ✓ Consistent multilingual delivery kept findings comparable across countries

SERVICES USED

Qualitative recruitment

Hard-to-reach audiences

Global fieldwork coordination

CATI

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.