THE ANTI

Panel
Book

MedSurvey

Panel books are junk

Has a sample company with impressive panel counts ever failed to fully recruit your survey?

For years, we've been hearing from frustrated clients about sample companies that have "impressive" panel counts but still miss recruiting targets. In that time we've reached a simple conclusion: panel books are useless. Over the past 40+ years of working in medical market research, we've learned that our clients really want to know just one thing: **"Can you get it done?"**

At the heart of this question is feasibility, and at MedSurvey it's our most important metric.

> *Client Quote:*
>
> "To be totally honest, I'll scan a panel book during a lunch-and-learn, but after that I throw it in the trash."

Feasibility is what counts

Panel books have long stood in as an indirect measure of feasibility. However, the term "panel" is often ambiguous and misleading. While it would be reasonable to assume that a panel refers to opted-in, profiled, and engaged respondents, the reality is that it can often be a public database available to everyone.

In our experience, we've observed an unimpressive average response rate of just 2% for most panels, which is not much better than cold calling.

So why do we see companies advertise large panel counts and access to hundreds of thousands (sometimes millions) of healthcare professionals, only to fall short on a recruit? Because making panel books is easy while recruiting is hard.

The respondent universe is limited

The number of healthcare professionals who are willing and able to participate in research surveys is extremely limited. Once you factor in their busy schedules, inbox overload, and the often low incidence rate, it's no wonder that many healthcare research projects fail before they begin.

All
Healthcare
Providers

Panel
Members

Respond
to Survey

Complete
the Survey
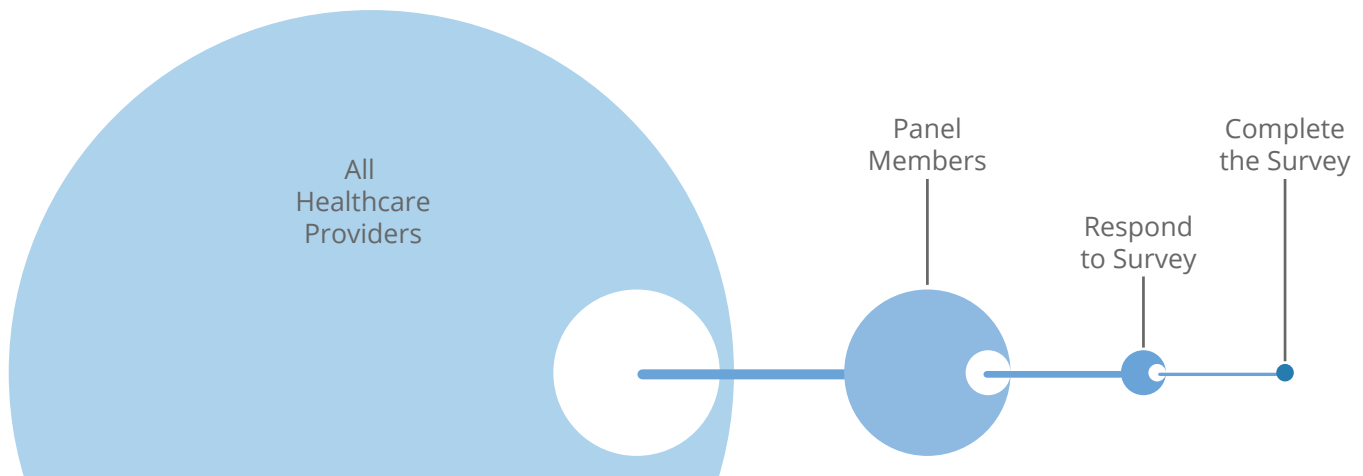
We focus on engagement

Make every respondent matter.

Having been around for over 40 years, we have come to understand one simple and yet often overlooked principle in our industry: **every respondent matters**.

Rather than focusing on growing the size of our panel and treating respondents like inventory, we relentlessly focus on building relationships with healthcare professionals, both within our panel and beyond. By treating respondents like they matter, we're able to achieve the highest response rates in the industry. It is this approach that allows us to fully recruit projects.

Leave no stone unturned.

Maximizing the addressable universe for any research project is critical. Panels are often too limiting—many people who are willing to complete a survey are not interested in joining a panel. Understanding that mindset, we create and nurture relationships with healthcare professionals who simply do not want to click on the "join" button. By engaging them on relevant survey projects, and by building a network of trusted sample partners, we make sure to leave no stone unturned when recruiting respondents to a survey.

We deliver on projects with a multi-source approach to recruiting

Internal Panel

Over 30,000 nurtured, verified, and high-value respondents. They enjoy working with us, and our response rate reflects that.
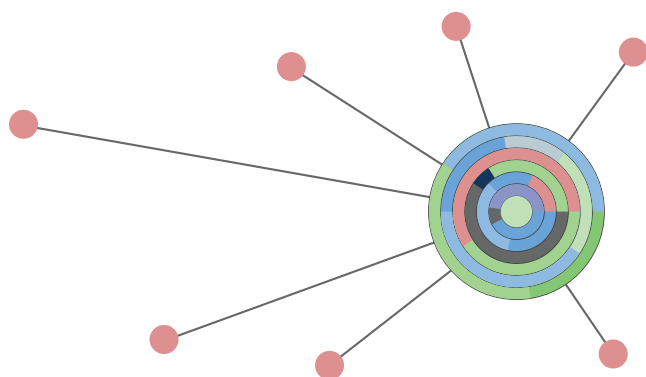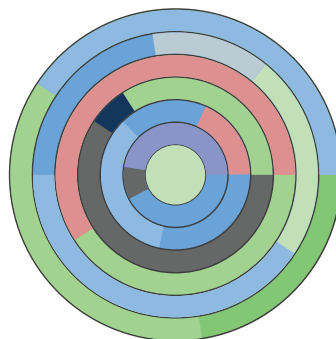
Partner Network

We work with our carefully sourced, trusted network of sample partners. Partners are brought onto a project expressly for their proven ability to deliver specific target audiences.

Beyond the Panel

By leveraging our trusted brand and deep relationships, we commonly recruit healthcare professionals who are not interested in joining a panel. Over 20% of our respondents in 2018 were recruited from beyond the panel.

Client Quote:

"If you think about how many more physicians our clients are trying to hear from, MedSurvey is giving them an opportunity to hear from that other 80%."

Project success starts with deep feasibility

Healthcare market research projects tend to have a lot of unknowns, which is why it is critical to plan ahead. Before quoting on a difficult project, our feasibility team conducts what we internally refer to as "deep feasibility."

What is deep feasibility?

Not only do we look at our internal panel, partner network, and our "beyond the panel" respondents to determine the feasibility of a project, we also do additional research to really understand all of the potential recruiting challenges within any target audience.

If we determine that the projected incidence rate and the addressable universe will not yield the desired sample size, our feasibility team dives deeper into research mode to provide actionable solutions to our clients. We believe in over-delivering rather than overpromising.

Once deep feasibility is concluded, our team develops a recruiting strategy that includes expected completes by each channel, potential challenges, and an analysis of the projected incidence rate.

All relevant findings are shared with our client so that the information can in turn be provided to the end client. Thanks to our deep feasibility, our clients have come to rely on us as an extension of their own research team.

Client Quote:

"After feasibility with MedSurvey, we know exactly what we're dealing with and what expectations to set for our client."

Max Completes with Deep Feasibility

Ob/Gyns	2,076 Completes
Oncologists	520 Completes
Veterinarians	1,135 Completes
Endocrinologists	477 Completes
Rheumatologists	408 Completes
Neurologists	1,297 Completes
Urologists	738 Completes
Gastroenerologists	403 Completes
Dermatologists	936 Completes
Pediatricians	3,228 Completes

*Based on 100% IR and surveys <30 min

In 2018, we delivered on more than 95% of sample commitments across projects of varying difficulties and many therapeutic areas.

We love client list projects

For most sample companies, client lists throw a big wrench into the mix, with a lot of sample wasted as a result of poor data matching and inefficient list management practices.

As part of our "every respondent matters" philosophy, we've developed a process that thoroughly exhausts client lists without sacrificing the project timeline.

We've perfected the list matching process.

1 **Analyze the List**
We start with an initial in-depth list analysis that includes removing duplicates, verifying names and specialties against National Provider Identifier records along with other data sources, and looking for red flags to ensure list accuracy.

2 **Run Deep Feasibility**
Next, we run deep feasibility, matching the list to the entire universe for each target audience, against our internal panel and "beyond the panel" respondents, as well as against our sample partner network and other third party data sources.

3 **Develop a Strategy**
Finally, we develop and deploy a centralized strategy to exhaust the list. By systematically managing the list throughout the recruitment process, we ensure that the list is fully exhausted and no potential respondent gets overlooked.

Client Quote:

"MedSurvey, in my opinion and experience, is one of the strongest vendors for tough list recruitments."
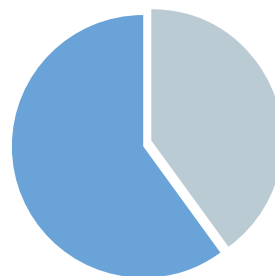
We love client lists so much that over 60% of our projects in 2018 involved them.

MedSurvey: an extension of your team

Our clients do not want to buy a panel book; they want to work with a company that is experienced, transparent, and will turn over every rock to get the job done. They want a company that knows how to identify problems with a recruit before it happens, saving everyone from the all-too-familiar panic in the 11th hour. Our clients are looking for an extension of their own team.

"They always come through! They go above and beyond and do what needs to be done!"

"Reliable, responsive, and their project management is outrageously good!"

"They are true partners! we really like working for them!"

Our work speaks for itself

Case Studies

> Client had a target list of 12,398 Ob/Gyns and decided to increase the sample size of the next wave to 300 completes. Client awarded us the project after the original sample vendor could not commit to 300. We delivered all 300 Ob/Gyns.

> Client had a target list of 1,931 allergists & immunologists. In a previous wave, their sample vendor was only able to achieve 71 of the 100 required completes. After running deep feasibility and projecting 93 completes, client awarded us the next wave, in which we delivered 97 completes!

> Client (a top 30 market research company worldwide) needed 15 oncology office managers for a qualitative project. Two vendors recruited 3 respondents over 2 weeks. After running deep feasibility, we determined that we could recruit 10 additional respondents. We achieved 11 additional respondents in a 2-week period.

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Get a quote within 24 hours

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