

Seamlessly adding global reach to a survey of highly specialized physicians

CHALLENGE

A leading market research company needed to partner with a physician research supplier to investigate a new treatment for a chronic condition. Though the research initiative began as US-only, the MR company's client decided to add an EU component. The challenge was to recruit global prescribers of a new product which had a low market share.



SOLUTION

Physicians Consulting Network (PCN®) was selected because of its programming expertise and access to a low incidence sample of highly engaged specialists. PCN added EU interviewing without delaying the final delivery date.

OUTCOMES

PCN completed the project on schedule, reaching multiple quotas of target physicians in the US and EU alike. Interim data files were delivered, as well as final tabs when the project was completed. The MR company and its ultimate client were pleased that PCN was able to adapt to its changing geographical requirements.

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