



Veridata Insights **Case Study**

Full Service Solution For a
Global Multi-Language
Healthcare Project



Client:

A National Standards Body



Objectives:

Gathering insights from healthcare professionals, regulators, manufacturers, and payors across multiple countries on medical wearable devices



Veridata Insights

Details:

A national standards body approached Veridata Insights requiring a full-service market research solution. The project was complex and the scope was broad, involving recruiting and obtaining insights on medical wearable devices, from multiple stakeholders from multiple countries and in multiple languages.



Service:

Veridata Insights can provide as much or as little of the research process as needed. But in complex projects such as this, it is common for clients to prefer us to take care of the research journey in its entirety.

Beginning with a consultation with the national standards body, we established their market research needs and deliverables, and thereafter, we strategized the best methodologies. The project would involve recruiting cardiologists, regulators, manufacturers, and payors from France, Germany, Japan, and Singapore for online qualitative focus groups.



The scope of Veridata Insights' services would include:

- Project plan / research design
- Moderation guide development
- Screener development across 4 different stakeholders & industries: cardiologists, regulators, manufacturers, and payors
- Global recruitment: France, Germany, Japan, and Singapore
- Multiple stakeholder recruitment: cardiologists, regulators, manufacturers, and payors
- Moderation in English, French, German, and Japanese
- Transcription
- Translation of various documents related to the project: French, German, and Japanese
- Moderators' briefing and notes
- Global incentive management



Results:

Completing the national standards body's complex project on time, on budget, and stress-free, they were absolutely delighted.

The client received the actionable insights they needed, enabling them to:

- Understand their audience's decision-making process;
- Identify their audience's pain points and challenges;
- Identify their audience's traits and behaviors;
- Effectively create a strategy based on these insights so to better address their audience's needs.

Full Flexible Service at Veridata

Regardless of the market research methodology or audience, we provide you with the full answers you need and the full service you deserve. Use us for as much or as little of the process as you need.

The Veridata Insights team is here to provide thoughtful and experienced advice to make every project successful along the way. Our goal is to act like a seamless extension of your team.

With Veridata Insights as your partner, full service work is as easy as 1, 2, 3!

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