



**Veridata** Insights

## **Case Study**

# Qualitative Insights From Mothers to Shape Healthcare Strategies



## Client:

Market Research Consulting Firm



## Objective:

To explore perceptions, experiences, and decision-making behaviors of female caregivers-specifically mothers of children aged 0–18-regarding healthcare facility usage in the Kansas City area.



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# Challenge:

The client came to Veridata for help, needing to recruit for 15 in-depth interviews (IDIs) via Zoom, each lasting 45 minutes, to understand:

- Which healthcare systems mothers were familiar with and had used in the greater Kansas City area - serving both Kansas and Missouri residents.
- What types of facilities were used (e.g., urgent care, pediatricians, express clinics).
- Future likelihood of use and trust levels.
- Demographic and geographic diversity, targeting mothers from specific counties in Kansas and Missouri.
- Decision-making roles in healthcare for their children.
- Income and racial diversity quotas to ensure representative sampling.





## Approach:

Veridata Insights' Qualitative Research Division deployed a multi-faceted recruitment strategy tailored to this niche audience. Leveraging our global network of pre-vetted, in-market recruitment partners, we ensured the selection of high-caliber participants through rigorous screening and validation protocols.



## Result:

The market research consulting firm was delighted with the timely delivery and the actionable insights they received.

Veridata Insights provided the client with:

- Rich qualitative feedback from mothers about their healthcare choices, preferences, and barriers.
- Facility usage insights
- Decision-making clarity
- Income and racial diversity achieved per quotas.
- Actionable insights for the client to refine outreach, service offerings, and facility position



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# Extraordinary Recruits, Excellent Show Rates, Exceptional Client Service

For the Veridata Insights Qualitative Research Division, the majority of our projects utilize custom recruits, which requires a deep understanding of the target profile, and actively researching locations where these participants organically engage.

Through providing smooth execution, quick and accurate placement, and proactive interaction, we have 99.3% show rates. And our white-glove research consultation is one of the most popular of our qualitative service offerings.



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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