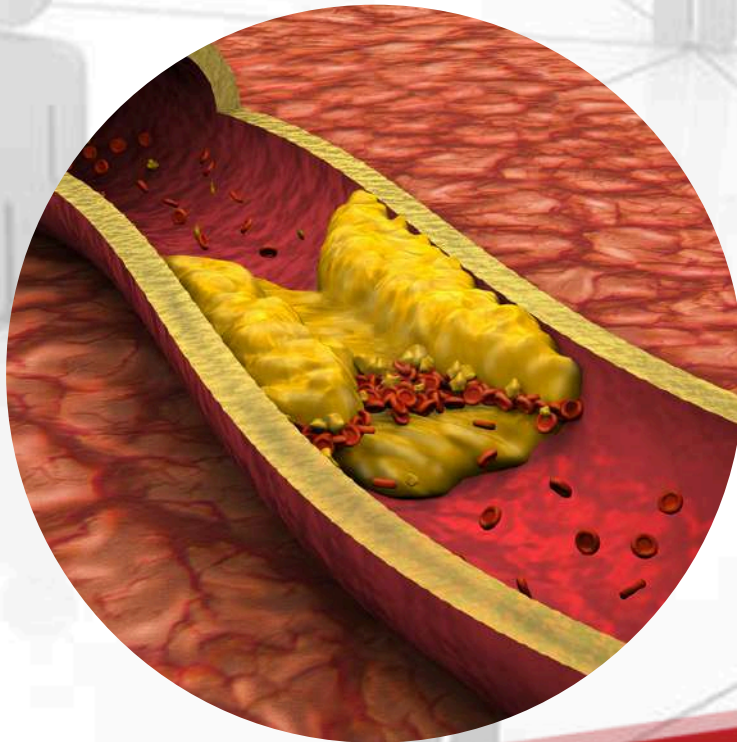




Veridata Insights **Case Study**

Healthcare Tracker Research on High Cholesterol Sufferers



Client:

A Healthcare Market Research Firm



Objectives:

To gather ongoing quantitative insights from adults aged 40–70 living with high cholesterol.



Veridata Insights

Details:

A research firm connected with Veridata Insights for assistance with carrying out an ongoing quantitative healthcare tracker among adults living with high cholesterol.

The client needed help reaching a specific audience of high cholesterol sufferers aged 40–70 and required a consistent flow of survey completes each month to support their ongoing research objectives.

With a target of up to 150 survey completes per month, the client needed a reliable research partner capable of reaching this specialized healthcare audience and delivering consistent results over time.

Service:

Veridata Insights employed a targeted recruitment approach to reach adults aged 40–70 living with high cholesterol.

Utilizing our proprietary and validated panel, alongside our recruitment capabilities, we worked to connect the client with qualified respondents who met the study's specific eligibility criteria.

We understood the importance of maintaining a consistent flow of participants for an ongoing tracker and focused on delivering a reliable stream of survey completes each month.

Furthermore, data quality is of the utmost importance to our service. We utilized our quality assurance processes to help ensure that the client received genuine and accurate responses from authentic members of the target audience.



Results:

Veridata Insights successfully supported the client's ongoing healthcare tracker, delivering up to 150 survey completes per month among adults aged 40–70 living with high cholesterol.

Through a consistent recruitment approach and a focus on data quality, we helped the client maintain a steady flow of insights from this specialized healthcare audience.

By gaining the actionable insights they needed, the client was enabled to:

- Understand the experiences and needs of adults living with high cholesterol;
- Identify patient attitudes, behaviors, and treatment experiences;
- Explore the challenges and unmet needs of this patient population;
- Track evolving patient perspectives to inform healthcare research and strategic decision-making.

Data You Trust. Service 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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