



Veridata Insights **Case Study**

Healthcare Tracker Research on Moderate-to-Severe Eczema Sufferers



Client:

A Healthcare Market Research Firm



Objectives:

To obtain ongoing quantitative insights from adults living with moderate-to-severe eczema.



Veridata Insights

Details:

A healthcare market research firm connected with Veridata Insights for assistance with conducting an ongoing quantitative tracking study among adults living with moderate-to-severe eczema.

The client needed to reach a specific audience of eczema sufferers aged 18–45 and required a consistent flow of survey completes each month to support their ongoing research objectives.

With a target of up to 150 completes per month, the client needed a reliable research partner capable of reaching this specialized healthcare audience while maintaining high data quality and consistency throughout the study.

Service:

Veridata Insights employed a targeted recruitment approach to reach adults aged 18–45 living with moderate-to-severe eczema.

We leveraged our recruitment capabilities and audience validation processes to help ensure that respondents met the client's specific eligibility criteria.

To support the ongoing nature of the tracker, we focused on maintaining a consistent flow of qualified respondents and delivering reliable survey completes each month.

We also utilized strict data quality measures 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 18–45 living with moderate-to-severe eczema.

Through a consistent recruitment approach and a focus on data quality, we helped the client maintain a reliable stream of insights from this specialized patient population.

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

- Understand the experiences and needs of adults living with moderate-to-severe eczema;
- Identify changes in patient attitudes, behaviors, and treatment experiences over time;
- Gain a deeper understanding of 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.

From quick, quantitative surveys to complex, qualitative audiences, our clients come to Veridata insights for peace of mind, knowing their research needs will be creatively developed and well executed no matter the scope.

We collaborate with clients worldwide to provide the data you trust with the service you need.

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