



Veridata Insights **Case Study**

Healthcare Tracker Research on Sleep Apnea



Client:

A Healthcare Market Research Firm



Objectives:

To gather ongoing quantitative insights from adults living with sleep apnea, including both diagnosed and undiagnosed individuals.



Veridata Insights

Details:

A healthcare market research firm connected with Veridata Insights for assistance with conducting an ongoing quantitative healthcare tracker among individuals experiencing sleep apnea.

The client needed to reach a specific audience comprising both diagnosed and undiagnosed individuals, with a particular focus on understanding the experiences and perspectives of each group.

The study required a consistent flow of approximately 70–100 survey completes per month, with a targeted sample composition of 65% diagnosed and 35% undiagnosed respondents.

To meet these objectives, the client needed a reliable research partner capable of reaching this specialized healthcare audience and maintaining a consistent flow of qualified respondents over time.

Service:

Veridata Insights employed a targeted recruitment approach to reach individuals with sleep apnea, ensuring representation across both diagnosed and undiagnosed populations.

We focused on achieving the required sample composition of 65% diagnosed and 35% undiagnosed respondents while maintaining a steady flow of survey completes each month.

Given the specialized nature of the audience, we prioritized reaching qualified respondents who met the study's eligibility criteria and supported the ongoing tracking requirements.

We also applied data quality measures to help ensure that the client received reliable responses from authentic members of the target audience.



Results:

Veridata Insights successfully supported the client's ongoing healthcare tracker, delivering approximately 70–100 survey completes per month, with a target sample composition of 65% diagnosed and 35% undiagnosed respondents.

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

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

- Understand the experiences and perspectives of diagnosed and undiagnosed individuals with sleep apnea;
- Explore differences in awareness, diagnosis, and experiences between the two groups;
- Identify potential challenges and unmet needs across the sleep apnea 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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