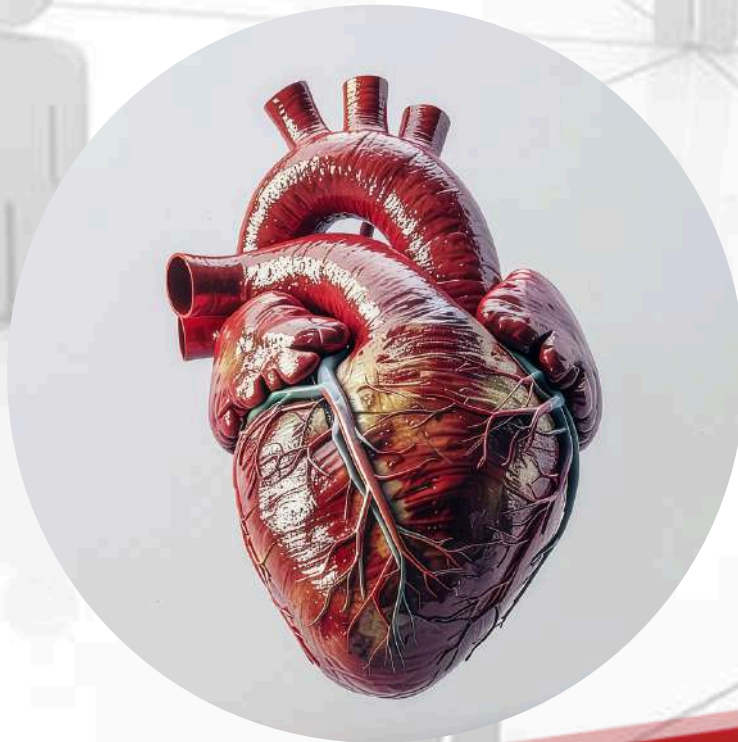




Veridata Insights **Case Study**

Quantitative Healthcare Tracker Research on High Cholesterol Sufferers



Client:

A Healthcare Market Research Firm



Objectives:

To gather ongoing quantitative insights from adults aged 40–75 with high cholesterol, including both diagnosed and undiagnosed individuals.



Veridata Insights

Details:

A healthcare market research firm connected with Veridata Insights for assistance with carrying out an ongoing quantitative healthcare tracker among adults aged 40–75 with high cholesterol.

The client needed help reaching a specific audience of high cholesterol sufferers, comprising both diagnosed and undiagnosed individuals.

The study required a consistent flow of survey completes each month, with a target of approximately 30–40 diagnosed respondents and 50–60 undiagnosed respondents per month.

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 adults aged 40–75 with high cholesterol, including both diagnosed and undiagnosed individuals.

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

We focused on maintaining the required sample composition, delivering approximately 30–40 diagnosed completes and 50–60 undiagnosed completes each month to support the ongoing tracking requirements.

Furthermore, data quality is of the utmost importance to our service. We 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 approximately 80–100 survey completes per month, comprising:

- 30–40 diagnosed high cholesterol sufferers;
- 50–60 undiagnosed high cholesterol sufferers.

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 perspectives of adults aged 40–75 with high cholesterol;
- Explore differences in awareness, diagnosis, and experiences between diagnosed and undiagnosed individuals;
- Identify potential challenges and unmet needs across the high cholesterol 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!

