



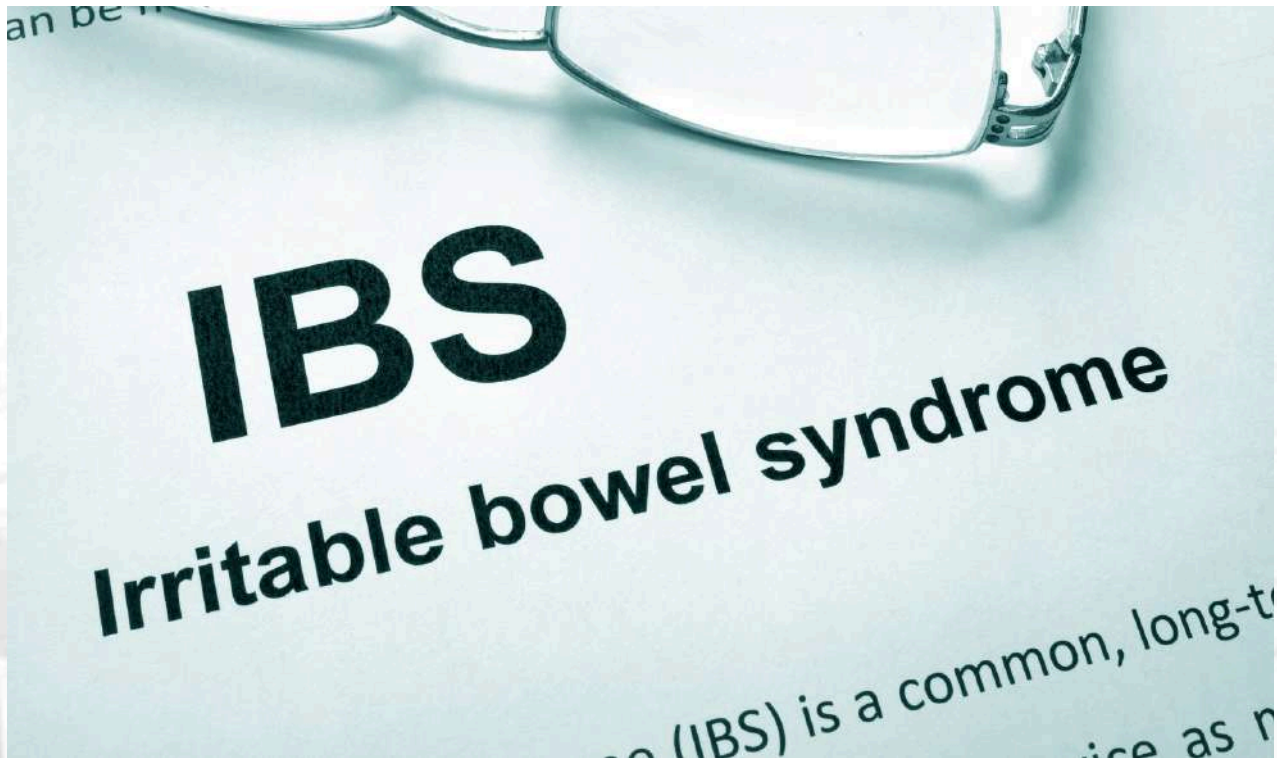
Veridata Insights **Case Study**

Quantitative Healthcare Research on IBS-C Patients



Client:

A Market Research Firm



Objectives:

To obtain quantitative insights on patients living with Irritable Bowel Syndrome with Constipation (IBS-C).



Veridata Insights

Details:

A research firm connected with Veridata Insights for assistance with carrying out a quantitative study on patients living with IBS-C. The client needed help reaching this specialized patient population and required 150 survey completes to obtain the insights needed for their research objectives.

Given the specific nature of the target audience, the client needed a research partner capable of reaching eligible respondents and delivering reliable survey completes from individuals who met the study's criteria.

Service:

Veridata Insights employed a targeted recruitment approach to reach patients living with IBS-C, focusing on connecting the client with respondents who met the study's specific eligibility criteria.

Leveraging our recruitment capabilities, we worked to deliver the required sample of 150 survey completes from this specialized healthcare audience.

We understand that data quality is of the utmost importance, particularly when conducting healthcare research. We therefore focused on respondent eligibility and data quality measures to help ensure that the client received genuine and accurate responses from qualified participants.



Results:

Veridata Insights successfully delivered 150 survey completes for the client's quantitative research study among patients living with IBS-C.

By providing access to this specialized patient population, Veridata Insights helped the client obtain the quantitative data needed to explore patient experiences and perspectives.

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

- Understand the experiences and challenges faced by patients living with IBS-C;
- Identify patient needs, attitudes, and behaviors;
- Explore potential gaps in patient experiences and areas of unmet need;
- Inform future healthcare research and strategic decision-making based on insights from the target audience.

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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