



Veridata Insights **Case Study**

Quantitative Healthcare
Research on Obstructive
Sleep Apnea, Knee
Osteoarthritis,
Hypogonadotropic
Hypogonadism, Obesity, and
Urinary Incontinence
Patients

Client:

A Market Research Firm



Objectives:

To obtain quantitative insights from patients living with obstructive sleep apnea, knee osteoarthritis, hypogonadotropic hypogonadism, obesity, and urinary incontinence.



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Details:

A research firm connected with Veridata Insights for assistance with carrying out a quantitative research study among patients living with a range of chronic and complex health conditions.

The client required 50 survey completes from each target patient audience, with respondents participating in a 20-minute quantitative survey.

Due to the specialized nature of the target audiences, the client needed access to qualified patients who met the study criteria and could provide relevant insights based on their individual experiences.

Service:

Veridata Insights developed a targeted recruitment approach to identify and engage qualified respondents across each of the required patient audiences.

Our team focused on reaching respondents who met the specified eligibility criteria while maintaining a strong emphasis on respondent quality throughout the recruitment and fieldwork process.

Data quality measures were incorporated to help ensure that the completed interviews were genuine, relevant, and suitable for quantitative analysis.



Results:

Veridata Insights successfully delivered the required completes across the targeted patient audiences, including 50 completes each from patients with obstructive sleep apnea, knee osteoarthritis, hypogonadotropic hypogonadism, obesity, and urinary incontinence.

The study provided the client with valuable quantitative insights to help:

- Understand patient experiences, challenges, and needs;
- Explore attitudes, behaviors, and perspectives across the target audiences;
- Identify treatment experiences and areas of unmet need;
- Gain a deeper understanding of the patient journey;
- Support future research, strategy, and decision-making with insights from qualified patient respondents.

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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.

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