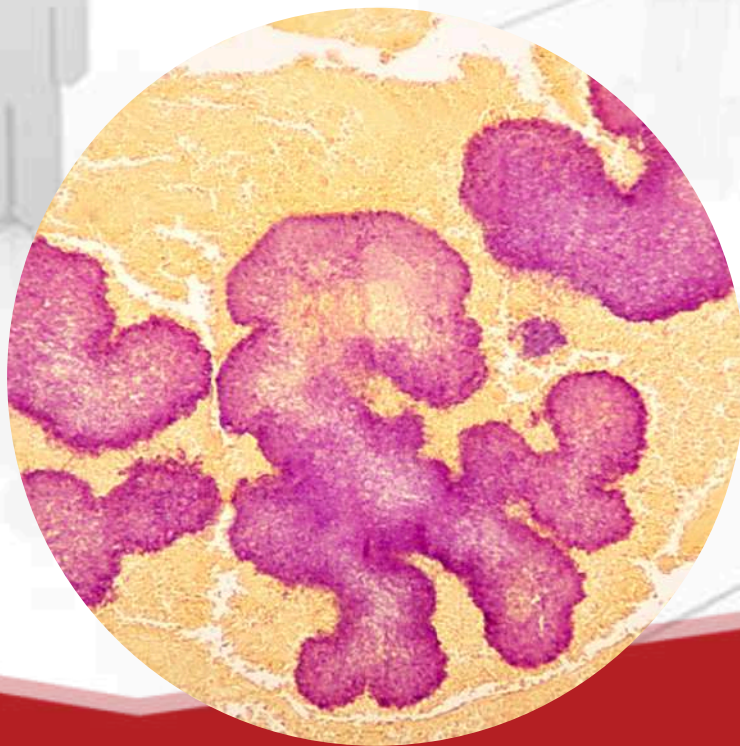




**Veridata** Insights

# **Case Study**

Quantitative Healthcare  
Research on Psoriasis,  
Psoriatic Arthritis, and  
Hidradenitis Suppurativa  
Patients



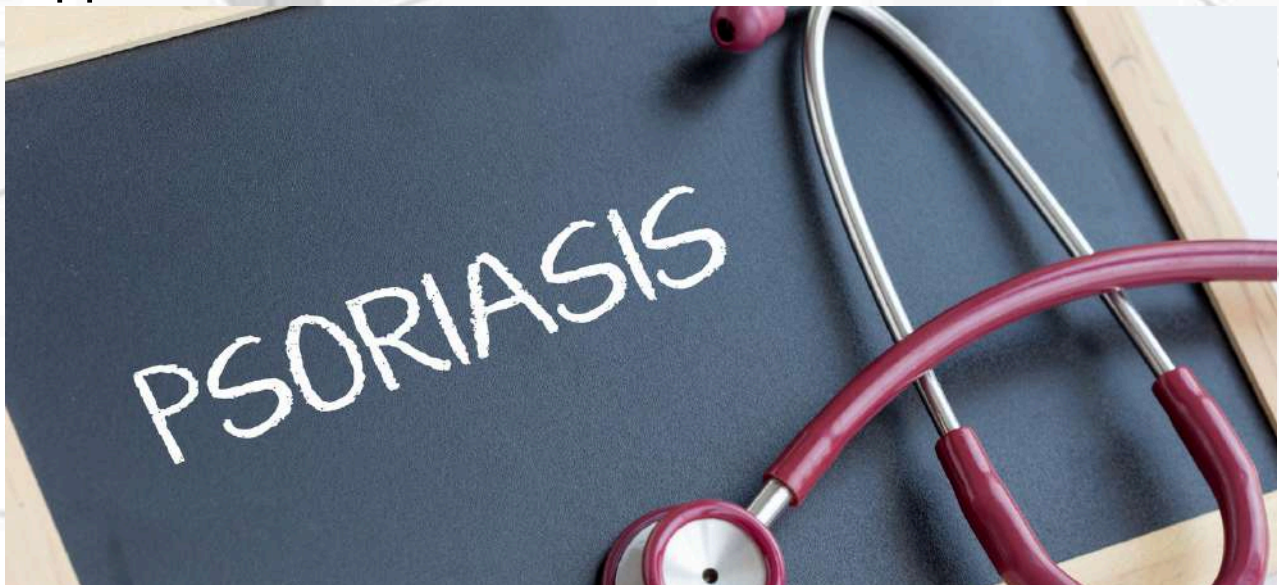
## Client:

A Market Research Firm



## Objectives:

To obtain quantitative insights on patients living with psoriasis, psoriatic arthritis, and hidradenitis suppurativa.



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## Details:

A research firm connected with Veridata Insights for assistance with carrying out a quantitative study among patients living with psoriasis, psoriatic arthritis, and hidradenitis suppurativa. The client required 240 survey completes from this specialized patient audience, with respondents taking part in a 30-minute quantitative survey.

Given the specific nature of the target audience, the client needed access to qualified and relevant patients who could provide meaningful insights based on their experiences and perspectives.



## Service:

Veridata Insights employed a targeted recruitment approach to reach qualified members of the required patient audiences.

We focused on identifying respondents who met the study criteria and implemented strict data quality measures throughout the recruitment and survey process to help ensure genuine, accurate, and reliable responses from the target audience.



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# Results:

Veridata Insights successfully delivered the client's quota of 240 completes for the 30-minute quantitative survey among patients living with psoriasis, psoriatic arthritis, and hidradenitis suppurativa.

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

- Understand patients' experiences and challenges;
- Identify key needs, attitudes, and behaviors across the patient audiences;
- Explore treatment experiences and areas of unmet need;
- Gain a deeper understanding of the patient journey and perspectives;
- Develop strategies informed by quantitative insights from the target audiences.

## 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.

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