

## AI-Moderated Q&A Sessions: Conducting a Complex Multi-Market Study

# Leveraging AI and Adaptive Recruitment for Immunization Decision-Makers



*We were thrilled with the number of Flex completes in the U.S. market and truly appreciate the team's dedication and support in driving progress across the other markets. Your efforts to secure these completes have been invaluable.*

## Background

This study aimed to gather actionable insights from immunization decision-makers across the USA, Brazil, Germany and France. Participants used an AI-powered platform to engage in online focus groups and bulletin boards, providing high-quality data through AI-moderated Q&A sessions.

## Specifications

### Methodology

40 participants were targeted per session, with the aim of having 30 active participants. The group was balanced by gender, age, and job role, including PCPs, GPs, paediatricians, APRNs and PAs.



#### Duration:

**60-minute online discussions  
completed in a 24-hour window.**



#### Markets:

**USA (2 groups), Brazil, Germany  
and France.**



#### Tools:

**Behavioral screening and  
multimedia integration.**



## Approach

**AI Moderation:** AI prompts guided participants through discussions for efficient data collection.

**Dynamic Quota Management:** Adapted mid-field to client needs without compromising timelines.

**Recruitment Excellence:** Leveraged panels and Konovo Executive Recruiting team for specialty roles, achieving a 70% incidence rate.

**Speed and Quality:** Completed recruitment within 1.5 weeks despite mid-field changes.



## Results

- **Timely Execution:** Recruitment and fieldwork completed on schedule.
- **Diverse Participation:** Balanced representation across demographics and specialties.
- **High Engagement:** Secured active participation from 90% of recruited respondents.
- **Client Success:** Dynamic adjustments and robust recruitment impressed the client.

This case study demonstrates the successful integration of AI technology, adaptive recruitment strategies, and market expertise to conduct a complex multi-market study. The project met and exceeded client expectations by addressing quota changes dynamically and utilizing diverse recruitment methods, establishing a benchmark for innovation in healthcare market research.

Konovo is the premier supplier of data collection services for healthcare market research. Will you be satisfied with less?

For more information or to discuss an upcoming project, please [contact us](#).

