



## Quantitative Case Study

# How Does Konovo Deliver More From Around the World?



### Background

KOL (Key Opinion Leader) mapping engagement within the Oncology, Cardiac Surgery and Orthopedic Surgery categories. Respondents were required to provide information for up to 5 KOLs from their country.

Completes were targeted from major cities only, which reduced the HCP universe to just 10% in each country.

### Specifications



50 HCPs across UK, France, Germany, Italy, Switzerland and Belgium within each therapeutic category:

**Oncology, Cardiac Surgery and Orthopedic Surgery**



Length of interview:

**25 minutes**



City sample requirements:

**London, Paris, Berlin, Munich, Milan, Geneva, Zurich and Brussels**



### Approach

1

Konovo used geo-location targeting to address the limited sample in the desired cities (for example – there are approx. 25 Cardiologists in all of Zurich).

2

Konovo utilized a multi-mode approach to balance against the potential for low completion rates due to the research type (KOL Mapping) leveraging proprietary online assets, desk research to target non-empaneled sample, and phone recruitment to maximize reach and response.

3

The Konovo team dedicated 10x the staff time of a standard engagement to ensure Perfect Data.



### Results

Konovo successfully executed the project and delivered all of the required completes using our multi-mode strategic approach **within 6 weeks of initial commission.**

The client was thrilled with the results, as they were able to **effectively understand the key influencers, institutions and overall medical environment** in these 8 key strategic cities.

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](#)