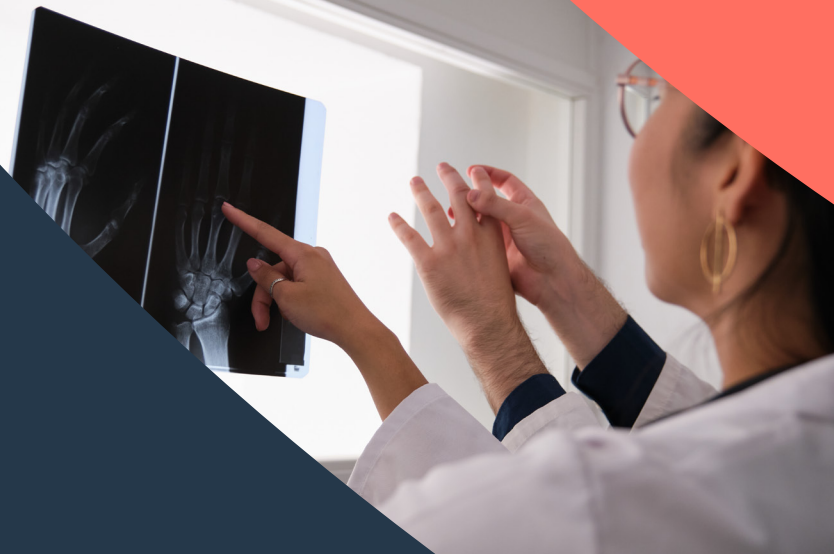


How Does Konovo Deliver More Rheumatologists?



136% Completes Returned

Background

Understand attitudes, usage, brand perception and future prescribing habits of high prescribing Rheumatologists of a current treatment in the rheumatic diseases category.

Specifications



Client provided list:
2,000 Rheumatologists



Length of interview:
45 minutes



Quota:
200 Rheumatologists



Geography:
US



Approach

1

Konovo developed a strategic marketing plan to entice respondents - inclusive of a personal reminder campaign and multi-mode recruitment.

2

Konovo offered a higher incentive to potential respondents in order to drive survey traffic and increase response rates.

3

Konovo utilized our proprietary HUB technology to maximize available sample without worry of respondent duplication. The HUB allows for simultaneous and multiple partners, while ensuring that all potential respondents are provided equal opportunity to participate.



Results

- Konovo provided a **worry-free data collection solution** to our client.
- Konovo **completed 271 interviews** – **36% more** than the client requested from the target list.
- Konovo streamlined the recruitment strategies to **maximize list potential**.