

How Does Konovo Deliver More in Less Time?

 *Outstanding job... on all fronts. You made great claims and you are certainly delivering.*

Background

US-focused quantitative project in the Women's Health field among HCPs and Patients. Client needed to be out of field within a 10-day time frame, inclusive of pretests/pilot interviews.

Specifications

Methodology

- Client list for HCPs and general panel for Patients
- 315 HCPs among Primary Care Physicians, OBGYNs, Nurse Practitioners, Physician Assistants
- 100 patients suffering from an abnormal female health condition



Interview duration

**45 minutes for HCPs;
30 minutes for Patients**



Estimated incidence:

**40% among PCPs; 60% OBGYNs;
5% Patients**



Location:

US



Approach

- Konovo programmed the pretest/pilot screener and targeted a mix of HCP client list matches and our proprietary patient sample.
- Konovo managed the tech support required for the pretest/pilot stage, which involved leading the respondents through the web interface, as well as monitoring the interview to ensure there were no drop-offs.
- Konovo worked overtime to program and test the main stage survey for both the pretest/pilot and the main fieldwork.



Result

Konovo successfully executed the project by the client's deadline, delivering study results in 7 days from receipt of final materials – inclusive of programming and pretests/pilots.

Main Stage fieldwork was completed within 3 days of launch, effectively managing around the drop in overall expected incidence across HCPs and Patients.

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](#)

