

Custom Patient Panel Build

GLOBAL EXPERTS IN QUALITATIVE AND QUANTITATIVE RESEARCH

DETAILS

Therapeutic Area

Dermatology

Respondents Recruited

Patients with Plaque Psoriasis

Methodology

Bespoke Community Build

Country

USA

BUSINESS OBJECTIVE

Working with a global pharmaceutical company, M3 Global Research were asked to build a custom pre-recruited specialty community which would then be available to address consumer market research needs in the US. The client was planning the launch of a new therapeutic treatment, and the goal of the project was to be able to have a prequalified, dedicated panel who would be available for research as needed, including copy testing, longitudinal attitude and experience tracking, campaign iterations, and general consumer learnings, using both quantitative and qualitative approaches. The target patient 'persona' was defined in part by emotional and attitudinal constructs, which informed patient segmentation via an algorithm leveraging relevant attributes.

CHALLENGES

Given the client's attitudinal segmentation there was a low incidence rate among the psoriasis population (8%) but the quota for the community was relatively high, making it a very challenging recruit. Another consideration was the challenge of keeping the panel engaged and responsive. This was less of a concern during the initial 14-month 'build and grow' period, but over the three-year lifecycle of the panel, responsiveness was negatively correlated with lack of client engagement, resulting in panel attrition.

THE M3 GLOBAL RESEARCH SOLUTION

After completing the client's dedicated adverse event reporting training, M3's expert patient team led a detailed client kick-off call to discuss the panel objectives, and agree timelines, as well as offering advice on the build, and discussing the sampling plan within the context of the target patient persona. The project team also proactively identified potential challenges with patient recruitment based on previous experiences and discussed opportunities to target based on community profiling information and interaction with previous projects. The M3 engineers developed a community dashboard which allowed the client to track recruitment progress in real time, giving them full transparency of the panel build. The panel includes 3,805 active respondents.

With the panel in place, the research gains were immediately apparent. The sampling team were able to target specific segments of the patient community based on profiling information (e.g. age, gender, medications, co-morbidities, sub-segments etc). An additional ongoing benefit was the speed of recruit compared to traditional fieldwork as the patient community is pre-qualified. This then means that fieldwork is completed much quicker, so the client gets timely insights.

During the second phase of the panel, starting in Q3 2019, we proactively took steps to keep the panel engaged away from formal client studies, ensuring that they remained highly responsive contributors.

CLIENT IMPACT

The client has identified a huge value in having a specialty community they can engage with monthly, in addition to the longitudinal trackers that they run. The agile nature of the panel means that any 'in the moment questions' they have can be included in their monthly engagement to get a quick pulse / reaction from the community. Engagement remains high, with average monthly engagement at n=540, exceeding the n=500 quotas for the monthly studies. The client, and their market research agencies have also been delighted with the speed of turnaround of research given the pre-qualification of panelists.

The community has now been in operation since 2016, exceeding the client's expectations in terms of the longevity of the initiative. They did not expect to keep the panel active for so long, but the value they have continued to derive from it has been a massive factor in the duration. The panel has natural attrition, which M3 has continually 'topped up' and the client continuously reviews the segmentation, considering whether they want to continue focusing on this patient persona given the level of investment, or to consider building a second complementary panel focusing on a different target.

CUSTOM PANEL ENGAGEMENT

Quarter / Year	# of Projects	# of Completes
Q1 2020	4	1,801
Q2 2020	6	1,259
Q3 2020	4	1,116
Q4 2020	5	1,018
Q1 2021	6	2,212