

## CASE STUDY

### Fax Service Helps Recruiter Surpass Survey Goals

#### Company

Market Plus, Mashpee, MA

#### Industry

Market Research/Pharmaceutical

#### Challenge

Nancy Lancaster, Account Manager for Market Plus, is retained by market research companies to gather information on healthcare specialties. The results are used in various aspects of pharmaceutical marketing. Her most recent campaign involved recruiting 75 qualified Certified Registered Nurse Anesthetists (CRNA) to complete a paid internet survey. Lancaster originally chose another vendor at the start of her campaign that offered emails for CRNAs; however, she received a dismal response rate. Out of more than 5,000 emails sent to "self-report" CRNAs, only seven responses that were either removals or "I am not a CRNA" were received. By the end of the first three days of the campaign, only one valuable CRNA response was received. The vendor refused to help when she complained about the data accuracy.

#### Solution

Lancaster contacted SK&A and spoke with Account Manager Barry Ward. He counseled her to purchase the RN Director sample and the Main Hospital fax numbers identifying Anesthesiologist Directors. These lists were purchased because, as Lancaster stated, "no vendor in the country had CRNAs available."

#### Results

Lancaster launched a fax broadcast recruit and received an overwhelming response. She was able to successfully recruit 220 people within the 10 day timeframe and meet her goal of 75 respondents who qualified for the particular survey. Lancaster says the two most important things she looks for in a data vendor is the accuracy of the data and customer service. Both of these factors contribute to her success rate, and the number of people she is able to recruit in the appropriate timetable. When comparing SK&A's data to other vendors she has seen a 10 percent increase in her success rate. Lancaster says about SK&A, "The customer service is significantly better than any other vendor." She looks forward to working with Ward and SK&A in 2008. "I know that when I use SK&A I can totally rely on the expectations of the results I will achieve, and that Barry personally will do everything he can to expedite my orders."

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*Nancy Lancaster, Market Plus*