

## CASE STUDY

### Telephone Campaign Yields 10-Percent Response Rate with SK&A Data

#### Company

MedPanel LLC, Cambridge, Mass.

#### Industry

Healthcare Consulting

#### Challenge

MedPanel LLC is a consulting firm that conducts market research for the pharmaceutical, biotech and medical device industries. Senior Vice President of Community Development Janet Bernard has been using SK&A data and information since she joined MedPanel LLC in 2003.

"We've used SK&A for telephone and fax lists, which are always up to date and very good. SK&A has become more of a research partner that we can depend on," said Bernard.

In spring 2009, Bernard and her team planned to contact all the blood bank directors and maternity nurses in the U.S. to administer surveys for two campaigns. MedPanel LLC faced the challenge of having to call all of the directors and nurses because very few of them had fax machines. This meant they needed to call each contact to gain permission to send a link to the survey.

#### Solution

MedPanel LLC turned to SK&A to supply the names and telephone numbers of 3,000 blood bank directors and 4,000 maternity nurses based in the U.S. The campaigns took place in June 2009.

"The customer service is absolutely superb," Bernard said of her experience with SK&A. "I always need information very quickly because my customers need numbers. My sales rep will usually get me estimates within 10 minutes. He goes to bat for us, and he works tirelessly—he's always there."

Bernard also was impressed with her salesperson's ability to give suggestions for additional audiences to approach, saying, "He helps us figure out the correct respondents to reach out to and troubleshoot problems as needed."

#### Results

MedPanel LLC's phone-call campaign resulted in 300 people following the link to take the survey after calling the list of 3,000 U.S. blood bank directors. The maternity nurse campaign also resulted in 300 responses from the 4,000 individuals called.

"Usually with these types of campaigns, the response rates can be between one and three percent, but 10 percent exceeded our expectations," said Bernard of the blood bank campaign.

Naturally, Bernard has tried other healthcare data vendors to compare products and service, but she always comes back to SK&A.

"I've tried others, but A) they don't know what data they have—they aren't familiar with specialties and criteria, and B) they don't have their own databases," Bernard explained. "Nobody I've ever talked to elsewhere knows data like SK&A does. I've never found anyone to replace SK&A." Gain a competitive edge with telephone and market research. We've helped pharmaceutical, software, insurance and other companies overcome their unique challenges to identify the right opportunities.

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*Janet Bernard, Senior Vice President, Community Development, MedPanel LLC*