

## CASE STUDY

# REACHING INTERNATIONAL NURSES

Consumer interactions with health care systems are changing from a fragmented transactional relationship to coordinated care. The care patients receive while going through treatment is a key aspect in their journey to recovery. Feedback from professionals providing the care is instrumental in providing an innovative, human-centered approach to treatment. The objective of this study was to better understand unmet needs of nurses and technicians providing care to patients in an acute care setting so that those needs could be addressed and improvements to the health care system can be made.

## THE SITUATION

Market Probe International's (MPI) client wanted to obtain information among nurses and technicians in the United States and UK who are responsible for cleaning patients in acute care settings. The end client wanted to better understand any unmet needs as it related to caring for or cleaning patients in this type of setting.

## PREVIOUS CLIENT CHALLENGES

“Typically other panels are not as responsive to a request for quotation (RFQ) as Op4G and this particular client always wants their quotes very quickly, which Op4G is always able to supply for me. In addition, Op4G is able to recruit more niche and hard-to-reach targets than anyone else.

SENIOR VICE PRESIDENT, MARKET PROBE INTERNATIONAL



Interested in learning more about Op4G's medical or international research capabilities?

**CONTACT US TODAY!**

support@Op4G.com

## OP4G APPROACH

As the respondent criteria for the study was extremely particular and the end client was on a tight time-line, Market Probe International enlisted Op4G to provide the sample and support the project's needs.

Op4G's unique recruitment method allows us to reach the right health care and therapeutic assistance professionals, including nurses and technicians. These at-the-ready panelists enable Op4G to deliver prompt, higher quality solutions to meet tight client deadlines like the one in this situation.

In addition to Op4G's current U.S Panel, our reach and allies extend far beyond. It is important to understand consumer's needs and desires from all geographic regions. That is why Op4G owns and operates proprietary panels in 13 countries globally. Within hours of initial communication, the 40-45 minute study was in-field and data from nurses in the United States and the United Kingdom was being collected.

## OUTCOME

Ultimately, Op4G met the client's needs in both quality and efficiency. In less than one week, Op4G recruited 160 nurses and technicians who work in acute care settings within the United States and United Kingdom.

## RECRUITMENT DETAILS



# 40-45

MINUTE IN-DEPTH STUDY



# 160

NURSES AND TECHNICIANS  
FROM THE UNITED STATES  
AND UNITED KINGDOM



LESS THAN

# 7

DAYS TO FIELD AND  
COMPLETE

“

*We (Market Probe International) always receive the quotes very quickly and our client is very demanding on getting quotes within a few hours. I plan on using Op4G for as many studies as possible! In addition, the Op4G staff is very responsive once studies are underway. I think that in fact, our client comes back to us repeatedly because we are very responsive and can get the niche type of recruits. Frankly, this would not be possible without the help of Op4G.*

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