How to Successfully Engage Hard-To-Reach Patient Populations

Follow these 5 steps to master your next market research study with “hard-to-reach” patients.

01 Clearly Define the Patient Population

This step falls under the classic “measure twice, cut once” umbrella. As with any study, it’s important to accurately identify the target audience. In the case of “difficult-to-reach” populations, where every qualified patient is a rare fish in the ocean...it’s imperative that this be a best practice.

02 Find a Specialist, not a Generalist

Once you’ve clearly defined your narrow target audience, work with a market research supplier that specializes in and truly understands your challenge (can look at the world through “your” glasses) and has existing, proven, relevant solutions in place. This is the wrong time to experiment with the “We Do Everything” preferred supplier. Find panel providers that have the ingenuity and resources to recruit and satisfy these patients, and partner with a savvy vendor who has developed innovative approaches (e.g., secure custom portal) to fulfill your sample.

03 Determine the Type of Study for Your Custom Portal

Tailor your portal for qualitative or quantitative, domestic or global. Create a positive and secure user experience — Safe Harbor and HIPAA compliant. A site TIC and “hand-holding” — client engagement and service — go a long way.

04 Reap the Benefits and Spread the Word

Stay on the path. As mundane as it may seem, you want to treat this like exercise and good health habits. Focus on metrics and avoid distractions. Make this a best practice and your mind and body will appreciate the dividends.

05 Condition Yourself - Repeat Steps 1-4 for Every Project

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Bruno and Ridgway has been perfecting the craft of full-service primary market research for over 45 years. We’ve been experts in hard-to-reach patient studies longer than most of our competitors have been in business.

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