

# CASE STUDY 11

## “WORLD ECONOMIC FORUM GLOBAL HEALTH INITIATIVE”

### Research Objectives

As part of an international paper the World Economic Forum Global Health Initiative (GHI) wished to undertake a survey to: (1) determine the nature and depth of activities at successful workplace HIV/AIDS programmes, and (2) to test how frequently these companies practised key success factors identified through previous research by the GHI. The survey targeted persons responsible for workplace HIV/AIDS activities in four less developed countries: India, Indonesia, South Africa, and Thailand.

### Methodology

Medix internet based methodology was chosen due to the international nature of the survey, and the need for high-quality data and rapid delivery. The GHI required an external company specialised in internet research to assist in questionnaire design, undertake the fieldwork and deliver anonymous unlinked data.

The questionnaire was designed by the GHI team and then incorporated feedback from the local partners as well as Medix UK, Harvard University, UNAIDS, the University of Natal and the World Bank.

A variety of quantitative based closed-questions were used as well as open-ended questions to incorporate ‘other’ responses. Respondents were invited via email and subsequently, where appropriate, via telephone. Results were presented in tabulated format and also within an export excel file, allowing the GHI to carry out further analysis.

### Results & Conclusions

As with every Medix report, the results were quality assured; questionnaire responses were date and time stamped and included a fully transparent audit trail, integrated within the software. Results were presented in tabulated format and also within an export excel file, which allowed the GHI to carry out further analysis.

The response uncovered details of company activities, the lessons from successful workplace programmes and the implications for companies and advocates.

#### **Francesca Boldrini - Associate Director, Global Health Initiative World Economic Forum**

“The research we carried out was the first of its kind and spanned across three continents. The team at Medix were very responsive to our needs: they helped to develop the questionnaire and found creative ways to achieve the final outcome. What's more they were very flexible when it came to bringing on board local partners to maximise the success of the study. Without their service oriented attitude we couldn't have done it.”