

CASE STUDY 12

“A THREE-PHASE STUDY AMONG A SAMPLE OF 250 GPs”

Research Objectives

The Institute of Psychiatry were commissioned by the NHS to undertake a survey among UK GPs on the NHS Stop Smoking Service. The main objective was to assess GPs likelihood to recommend the Service at three points during the study; before, during and after they reviewed one of four information sheets. The study also incorporated other elements of smoking cessation.

Methodology

The Institute of Psychiatry chose Medix to undertake the study due to the nationally representative sample of GPs, proven accuracy of results and unique methodology that meant the fieldwork could be completed within the desired timeframe. The study was divided into three questionnaires spread over a period of 10 days. The Institute of Psychiatry and Medix developed and agreed the best procedure and sample size to provide a statistically valid sample.

The first questionnaire, determined GPs understanding of Stop Smoking Services and current and future behaviour for recommending the Service to patients. The second questionnaire asked GPs to review and assess one of four information sheets on the Service, and again gauge their likelihood of recommending the Service. The third and final questionnaire researched GPs intentions to recommend and also assessed what respondents had learned as a result of taking part in the study.

Results & Conclusions

Each questionnaire was completed in the expected timeframe and the results delivered ahead of schedule. The data collected helped the Institute evaluate four different approaches for marketing the Service.

Florian Vogt, Institute of Psychiatry (Guy's Hospital)

“The research and technical consultancy that Medix provided prior to fieldwork was invaluable and ensured that we had complete confidence in the quality of data gathered. Medix was particularly flexible in terms of the complex nature and timing of fieldwork, and also in responding to any questions before and after the fieldwork. We especially valued Medix' willingness to work in real partnership with the Institute, and they also showed a very positive and proactive attitude”