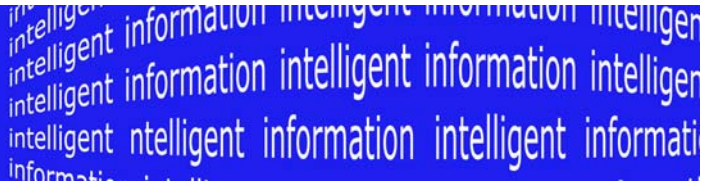
CASE STUDY 13



"A RAPIDLY DELIVERED IN-DEPTH STUDY AMONG DIFFICULT TO REACH SPECIALISTS"

Research Objectives

Athena Medical PR wished to research the attitudes and opinions of Old Age Psychiatrists and Geriatricians with an interest in Alzheimer's on their views and experiences in the treatment of Alzheimer's disease. The survey needed to explore reactions to a recently published draft guidance for the treatment of Alzheimer's disease.

Methodology

Medix was selected due to the access and proven ability to collect a valid sample of difficult to reach specialists. The need for rapid delivery was also important. The questionnaire included 22 questions with a mixture of open and closed questions.

Results & Conclusions

A sample of 55 respondents was collected in 8 days and a report including cross-tabulations and summary tables delivered within 2 days of fieldwork completion. The results were informative and helped Athena advise their client on appropriate action.

© Medix UK plc 2007