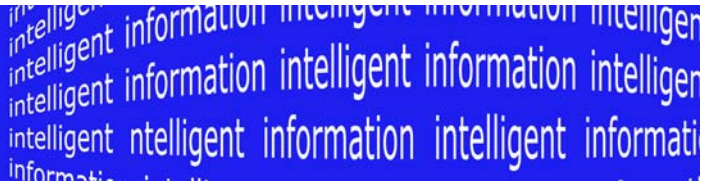
# CASE STUDY 15




## "A COMPLEX MULTI-NATIONAL PROJECT COMPLETED IN JUST 22 DAYS"

### Research Objectives

Merck wished to research the attitudes and opinions of 250 senior grade Oncologists across Europe (50 per country from the UK, France, Germany, Italy, and Spain) towards a new product for the treatment of cancer. The project needed to be delivered with a month.

### Methodology

Medix and the Globalix international research network was commissioned due to the access and quality of physicians across Europe. The questionnaire contained 25 questions and 2 graphic images, the questions being a mixture of qualitative and quantitative.

Four days after the project was commissioned the questionnaire was agreed and signed off by the client. Translations were completed by local executives and fieldwork undertaken immediately. Following completion of fieldwork in just 12 days the data were processed and translated. Free-text responses were analysed and the report written. The completed report, included recommendations were delivered to client within the deadline.

### Results & Conclusions

The results included a multi-country summary report with individual country reports and cross-tabulations. All results, including coded open-ended findings translated into English. Conclusions and recommendations were also included. An excellent quality of responses was obtained to a complex project, giving valuable information and clear conclusions for the client.

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