

CASE STUDY 1

"PANDEMIC AVIAN FLU – ARE WE PREPARED?"

Research Objectives

This study was designed to assess the opinions of both hospital doctors and general practitioners regarding the preparedness of the NHS for an Avian Flu pandemic. The general areas covered by the study were perceived threat, education and understanding, government preparedness, individual/organisational preparedness and future planning.

Methodology

The study was conducted using Medix proprietary software utilising our nationally representative panel of doctors. The online methodology used for the study enabled Medix to quickly produce quantitative evidence for Media release. The acceptance rate was 95% with 1061 people responding over a 4 day period.

Reporting of the results was given in a clear tabulated format with an executive summary providing clear demonstration of the trend and main themes highlighted by respondents.

Results and Conclusions

The use of Medix's representative panel aided in the validity of the results indicating the possible doctor universe feeling towards this topic. The results obtained from the survey were used within the national press (see press cuttings section).

Hospital Doctor comments:

"Medix's rapid turnaround of our survey on the UK's preparations for a flu pandemic was truly impressive. The detailed results breakdown as well as the qualitative information provided were invaluable to our coverage of this internationally important issue. The advice from Medix on what questions to ask and how to phrase them improved the survey and helped make it one that was picked up by much of the national media."