



When a large medical equipment, software and supplies company, whose products are used in hospitals, clinics, and laboratories worldwide, needed to obtain input from medical professionals as part of their product journey, they turned to Focus Insite.

Our team conducted a requirements assessment and developed the screening questions for each study. We walked the client through our robust recruiting process and services and made getting the right people to test the products completely stress-free! Our process includes the following:

- 1) A dedicated project manager and a backup PM assigned
- 2) Project kick-off meeting where any screener questions can be clarified, and identifying the date of the first grid update
- 3) After the initial grid update, daily updates by 3 pm your local time
- 4) Initial on-line and 2nd phone re-screening & scheduling
- 5) Confirming all respondents - requiring their active response
- 6) 24hrs prior to the interview time, re-confirming all respondents' intention to attend and that they have all of the required information and materials
- 7) Follow-up with lagging respondents for online, asynchronous platforms
- 8) Replacing respondents as needed due to respondent cancellations

The average recruiting window for each project was 2 weeks and a 98% show rate was achieved, with 0 - 2 replacement respondents needing to be scheduled. Testing sessions were conducted over 3 days and all sessions completed successfully within the scheduling parameters. The valuable feedback obtained from these studies assists in guiding the product development teams regarding features and functionality improvements.

Focus Insite's recruiting foundation is in the medical field. Our panel consists of medical professionals from an extensive list of specialties, nationwide. With proactive curation of support group relationships, we have also recruited patients and caregivers for a wide variety of chronic medical conditions and illnesses.