



roots
RESEARCH

Roots Research

**Your Reliable Partner
in Healthcare Research**

rootsresearch.co.uk

With years of healthcare fieldwork experience, Roots are proud of our reputation for high quality research recruitment.

Here are just some of the reasons we're the reliable research partner you can trust with your healthcare research.



Our sample

WE HAVE ONE OF THE UK'S LARGEST healthcare panels. Profiling thousands of patients and carers over hundreds of indications, we can cover a wide range of healthcare areas. Our healthcare panel also covers medical professionals, including GPs, specialists, nurses, dentists, and non-medical healthcare professionals.

Our verification process

OUR RIGOROUS RESPONDENT RECRUITMENT PROCESS is driven by a deeper relationship with our panellists. Medical professionals, patients and carers register before they are checked for duplication and verified by a telephone call back. Professional qualifications are validated against national databases, and patients' current medications are verified. So, we don't just find people we think are a good fit for your project. We make sure they are.

Our quality

ROOTS QUALITY PROCESSES are applied throughout our work. We apply superior standards of project management to every healthcare project. From briefing through to delivery, your dedicated project manager will support you every step of the way.



Our services

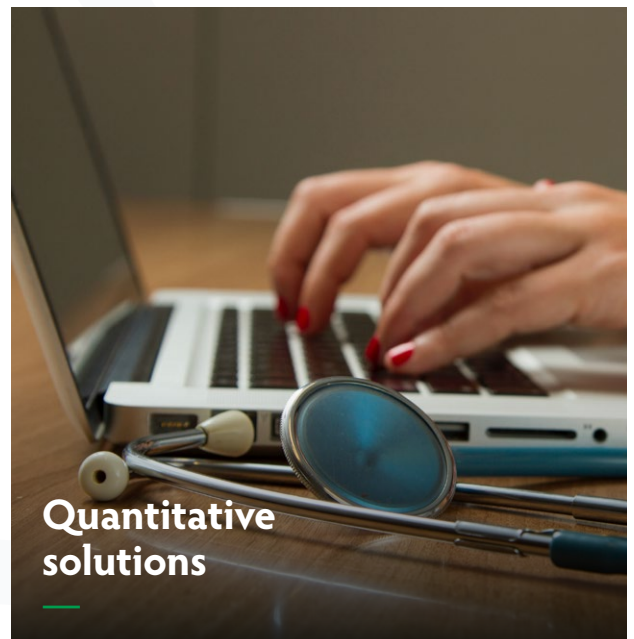
Every healthcare project is different. We'll take the time to fully understand your brief and create a bespoke solution.

Designing all elements of the project to meet your needs. From online surveys to face to face interviews and focus groups, we're ready to deliver the research methodologies and support to make your project a success.



Qualitative solutions

- ✓ In depth interviews (face to face or online)
- ✓ Focus Groups (face to face or online)
- ✓ Duo & trio interviews (face to face or online)
- ✓ Online communities
- ✓ Bulletin boards
- ✓ Patient & physician diaries
- ✓ Video interviews/diaries
- ✓ Self-completion research apps



Quantitative solutions

- ✓ Online market research surveys
- ✓ Online communities
- ✓ Face to face interviews (structured/semi-structured)
- ✓ Telephone/CATI/CAPI
- ✓ Self-completion research apps





Our flexible support

Whether it's a sample-only project or full-service delivery, we offer reliable, flexible support. This covers:

- ✓ Recruitment
- ✓ Incentives
- ✓ Screener and questionnaire design
- ✓ Scripting and hosting the survey
- ✓ Mobile optimisation
- ✓ Online/face to face sample for any healthcare target
- ✓ Recruitment for custom panels and communities
- ✓ Project management of UK and global fieldwork
- ✓ Translation of questionnaires and verbatims
- ✓ Coding
- ✓ Provision of data, tabulations or reporting tools
- ✓ Written reports and presentations

Through our approved partner network, we offer global coverage across the UK, USA, and all European markets.



Our experience

Whatever your sector or project, we're ready to provide everything you require to make your research a success.

Sectors

- ✓ Prescription medicine
- ✓ OTC/non-prescription treatments
- ✓ Medical devices
- ✓ Health and beauty
- ✓ Healthcare tech

Projects

- ✓ Portfolio optimisation
- ✓ Market landscape evaluation
- ✓ Brand development
- ✓ Communications testing
- ✓ Market sizing
- ✓ Market segmentation
- ✓ Conjoint
- ✓ Brand tracking
- ✓ Ad testing/tracking
- ✓ Concept testing/optimisation
- ✓ Message and communications testing



We've got vast experience finding medical professionals and people with specific conditions. Here are some of the most recent projects we've worked on:

- Cancer
- Rare diseases
- Diabetes – Type 1 & Type 2
- Obesity
- Women's health
- Smoking cessation
- Blood disorders
- Alzheimer's disease
- Depression
- Anxiety
- COVID 19
- Oral care
- Eye care
- Nutraceutical/supplements
- Prostate cancer
- Menopause
- Mental health
- Anti-ageing therapy
- Bowel cancer
- Pregnancy
- Sexual health
- Healthy skin



CASE STUDY: **INTERVIEWS**

A world-leading resource for health research

THE PROJECT

An organisation developing tools and infrastructure required to support researchers to make new discoveries about human health and diseases wanted to undertake an interview project.

The aim of this project was to build their understanding of what researchers' expectations and interests are when learning about and working with large scale health data.

THE PROFILES

The client wanted to interview six to eight researchers using an in-depth interview methodology. The target respondents had experience interacting with large health datasets and were able to advise the client how they could better develop the project. This included those who were:

- ✓ **WORKING WITHIN** the health sector
- ✓ **EXPERIENCED IN ENGAGING** with large health datasets
- ✓ **WORKING WITHIN EITHER ACADEMIC** or charitable organisations or industry
- ✓ **PREVIOUSLY EXPERIENCED IN:**
 - Management of health-research studies using large-scale datasets
 - Proposal writing for health-related research using large-scale datasets
 - Data analysis on large-scale health datasets
 - From the following backgrounds: Academic / public institutions, Industry, Charity sector, Varied experience levels

RESEARCH METHODOLOGY



Interviews

THE PROCES

We conducted 1:1 interviews that incorporated both a card sorting workshop via digital tools (30 minute) and a Q&A session (15–30 minute). Interviews lasted a maximum of 1 hour.

THE OUTCOME

The client was able to gain deep insights into the best ways to set up and manage their project from experienced healthcare researchers with a variety of relevant backgrounds. This enabled them to make informed decisions to support the project development.

CASE STUDY: **ONLINE USABILITY TEST**

An online patient reporting tool

THE PROJECT

A client wanted to test the user experience for their online patient reporting tool.

This involved conducting usability tests with clinicians to check:

- ✓ **THE CONTENT** was clear and easy to understand
- ✓ **THE FLOW** of the online journey made sense
- ✓ **HOW TO IMPROVE** the user experience on this platform

THE PROFILES

The client wanted to recruit a range of physicians including Oncologists, GPs and nurses from across the UK with quotas from each of the regions. We profiled each of the respondents according to this screening criteria.

THE PROCESS

We recruited participants for the research from our panel of medical professionals. They took part in an online usability test (25–30 minutes) providing feedback on the online reporting tool.

THE OUTCOME

The client was able to adapt and upgrade the patient reporting tool in line with the insights provided by the medical professionals.

RESEARCH METHODOLOGY



Online Usability Test



roots
RESEARCH

GET IN TOUCH

Contact **Roots**

We'd love to hear from you, even just to ask a few questions or to discuss how we can help your business.

Phone +44 (0) 1273 617 132

Enquiries enquiries@rootsresearch.co.uk

Business rfq@rootsresearch.co.uk

Our Certifications

At Roots, we're proud to be certified and compliant with all the latest guidelines and legislation. So you know we're ready to deliver excellence with integrity.



ESOMAR

rootsresearch.co.uk