

HEALTHCARE MARKET RESEARCH SPECIALIST: STREAMING MEDICAL SURVEY PROCESSING WITH FLYDOC

As a specialist in the healthcare market research field, one of the company's business initiatives involved sending out medical surveys to patients. Rather than only relying on outside vendors to send out the surveys, FlyDoc was chosen as an internal and cost-effective solution.

The Challenge

The decision to seek an alternative to how patient surveys were being sent out was largely prompted by the desire to reduce costs. Typical jobs exceeded 6,000 postal letters, and getting them organized, proofed and into the hands of participants would often take a week or longer. This, coupled with the costs of labor, didn't create a sustainable model of processing for maximum internal cost savings.

"When it comes to market research studies, timing is of the essence," said the Senior Project Manager at the healthcare market research company. "To take one week for sorting and delivering was too great of an inefficiency, too long of a time to see results, and the need is simply too important. We just didn't have the time or resources for the mail house turnaround."

The Solution

After coming across Esker in an online search, the FlyDoc service stood out to be perfectly equipped to meet the company's expectations and job volume. Instead of relying on mail houses and outside vendors to send out invitations, FlyDoc has simplified the entire process to:

- 1) Merging the list of relevant healthcare professionals to complete the survey
- 2) Creating an invitation after to participate in the research survey
- 3) Send it out through FlyDoc

"It's incredible – now we create the letter invite, do a mail merge and the survey goes out instantly," said the Senior Project Manager. "Since working with Esker, we've been able to launch 20 different surveys internally. Using outside vendors would've doubled our costs. And, we now have direct contact with our survey takers which is a big plus for future savings."



Seeing the job being processed, no matter how large the survey, and having that peace of mind knowing it will go in 24 hours and without errors makes all the difference. It rests my mind.

Senior Project Manager — Healthcare Market Research Specialist

Since the survey list vendors can't give the list directly to the company, the Esker Tech Support helped facilitate this process as well. "The fact that Esker worked with our list vendors directly was a huge for us," said the Senior Project Manager. "Even with all of our quirky details, Esker made it simple."

Healthcare Market Research Specialist

This worldwide healthcare market research specialist, with over 550 experts across four continents, works to help global pharmaceutical and medical device industries achieve their business objectives by combining therapy area expertise, innovative research thinking and local understanding.

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