

# Leveraging Compliance for Engagement

The importance of engagement is well understood in the industry, and much research has already been carried out into the levers that influence it.<sup>1,23</sup> What's less well understood is compliance and its links to engagement, which is what we aimed to illustrate with research carried out between December 2016 and June 2017.<sup>4,56</sup>

The industry's reluctance to embrace compliance can partially be attributed to what is a very complex landscape, with multiple agencies and guidelines. However, each of those codes has its own purpose, and they're all complementary; they co-exist without disruption. In an attempt to simplify this landscape as it specifically relates to participants, we've moved away from those codes and instead have looked at three guiding principles that underpin them: legal, ethics and respect.

## Key Findings

### Data protection

Looking first at data protection, we asked our respondents whether concerns over data protection had ever influenced their responses.



Fig. 1 – Have concerns over data protection ever influenced your responses?<sup>4</sup>

Over a third (35%) expressed concerns over data protection. More worryingly, 35% had had strong enough concerns to change the way they answered. This is why agencies and clients alike need to not only understand, but embrace compliance; by not doing so we risk compromising the outputs of the research. To complement this large scale quantitative research we also carried out IDI and TDIs with physicians across the EU.<sup>5</sup> Dr F spoke candidly about the importance of protecting PII (patient identifying information):

He is particularly anxious about protecting anything that could be used to identify a patient – this could be as innocuous as a location in the case of an orphan disease. Of measured concern, by contrast, was his own PII. There was an underlying expectation that the industry would do the right thing, but there remained a general unease which we can help alleviate by providing regular touchpoints and easy access to our obligations.



### Promotion in research

We also asked whether they'd ever felt promoted to during market research. The responses for this question are quite divisive, and potentially controversial – 40% of respondents had felt promoted to.



Fig. 2 – Have you participated in market research that you felt was promotional?<sup>4</sup>

As with data protection, this is an important issue for the industry as once again, the long-term impact is disengagement: 23% of respondents said they were less likely to take part in a surveys as a result. A certain amount of what could be considered borderline promotional questioning is tolerated, however, although respondents largely believe that this kind of activity, for example reusing a testing profile for a follow-up study, is intentional promotional activity.

It's clear that maintaining the purpose of the research is paramount, especially with follow-up studies on the same profile. We also need to ensure that our interviewers stick to the methodology and scope of the research, and are never aggressive.

### Level of respect

71% feel that they're treated with respect, with 48% saying that they are more likely to participate in market research as a result.

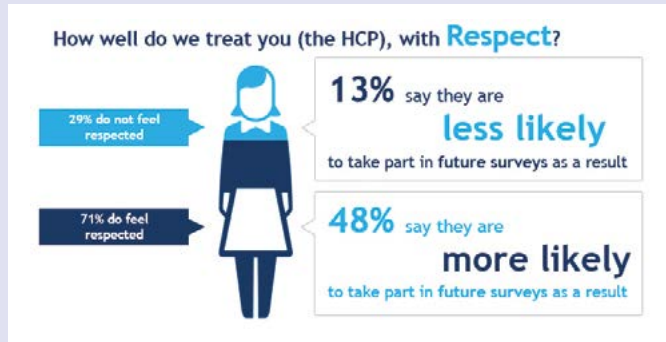


Fig. 3 – How well do we treat you (the HCP) with respect?<sup>4</sup>

This is a particularly encouraging finding because these are our advocates; these are the people that are helping us future proof our industry and secure engagement going forward. The qualitative research supported these findings further, and helped us better understand the 29% who don't feel respected. It was clear from talking to Dr R from Germany that a lack of respect was the exception rather than the rule.

Spain's Dr C, by contrast, described some of the ways that made him feel less respected, which included long surveys, screening out and not being paid fairly. We can tackle these with careful survey design, making sure we avoid asking for hard-to-provide information, better profiling to reduce screener length and underestimating survey length. These findings suggest that in terms of basic courtesies we're doing well, but where we need to concentrate more attention is with the physical elements of market research that Dr C describes, where there is more of a gap to close.

### The Future

These physical elements feature heavily in the coded responses from our physicians:



Fig. 4 – What can we do to ensure our obligations towards compliance and ethics encourage your future participation in market research?<sup>4</sup>

Ranked in order of merit, we've then applied the three key tenements on ethics, legal and respect. Data protection and anonymity and transparency are crucial, so their relative importance is to be expected. Of slightly less importance, but taking up significant space on the chart cumulatively are the elements of physical market research; each linked to respect.

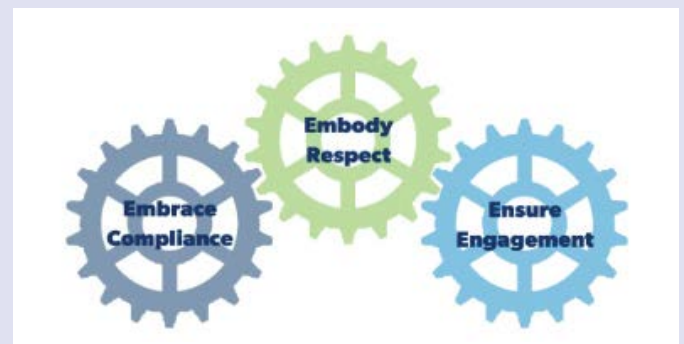


Fig. 5 – Embrace compliance, embody respect, ensure engagement

Highlighting the benefits of compliance in terms of engagement should mean that as an industry we move away from just seeing compliance as a peripheral tick box exercise, and embrace it, because the benefits are measurable and real for all. Clients too, need to understand why a long screener or lax data protection could mean decreased engagement and unreliable data, so the fourth 'e' in this story should really be education – for all stakeholders in the market research industry.

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1. Aida Tovar (June 2016). **Healthcare Market Research Participation – Motivations**. Quantitative Research. All respondents= 5084 HCP's across EU5. 5 min online study. M3 Global Research, Hammersmith London.
2. Anton Richter and Amanda Lancaster (June 2014). EphMRA Annual Conference, Presented "**Respondent Engagement – Fact or Fiction?**". Brussels.
3. Nicholas Wain (September 2015). BHBIA Members Exchange Summer Forum. Presented "**Customer Engagement In MR**". London.
4. Nicholas Wain (Jan 2017). **Sampling – Leveraging Compliance to motivate response rates and build confidence in business intelligence**. A Healthcare Professional Perspective. Quantitative Research. All respondents= 751 HCP's across EU5. 3-4 min online study. M3 Global Research, Hammersmith London.
5. Nicholas Wain, Hannah Brown, Neil Reynolds and Neil Philips (April 2017). **Sampling – Leveraging Compliance to motivate response rates and build confidence in business intelligence**. A Healthcare Professional Perspective. Qualitative Research. All respondents= 12 HCP's across EU5. 60min IDI/TDI. M3 Global Research, Hammersmith London.
6. Nicholas Wain and Neil Philips (March 2017). **Sampling-Leveraging Compliance to motivate response rates and build confidence in business intelligence**. An Industry Perspective. Quantitative Research. All respondents= 184. Pharma company employees N=10; Full Service Research company employees N=95; Data Collection Supplier Employees N=65; Others N=14. 3-4 min online survey. M3 Global Research, Hammersmith London.

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