

# ESOMAR

# 26 Questions

The growth in online research has been enormous and with widespread concerns in the industry regarding the quality of online fieldwork, ESOMAR created a list of 26 questions an online panel provider should be able to openly answer. In particular, the source and maintenance of online panels or sample as a market research methodology is being closely explored.

All Global's responses to each of these questions are listed in this guide.

For quick reference the areas covered in this guide are:

- **Company profile**
- **Sample source**
- **Panel recruitment**
- **Panel and sample management**
- **Policies and compliance**
- **Partnerships and multiple panel partnership**
- **Data quality and validation**



all global

# Company profile

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## 1. What experience does your company have with providing online samples for market research?

All Global is an internationally based data collection agency with offices in New York, London and Baltimore. We specialize solely in healthcare research, with capability, experience and expertise in managing Quantitative and Qualitative research.

All Global was one of the earliest adopters of Online research, both in the US and in Europe. We have developed a reputation for innovation and delivery by building one of the largest international panels in the industry. The healthcare industry has a more global focus now than ever. Our All Global panel continues to grow, as we build respondent platforms in emerging markets, and among decision making physicians, to match our client's needs.

As industry leaders in healthcare data collection we offer a full and complete range of services.

## Sample source

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## 2. Please describe and explain the types of source(s) for the online sample that you provide (are these databases, actively managed panels, direct marketing lists, web intercept sampling, river sampling or other)?

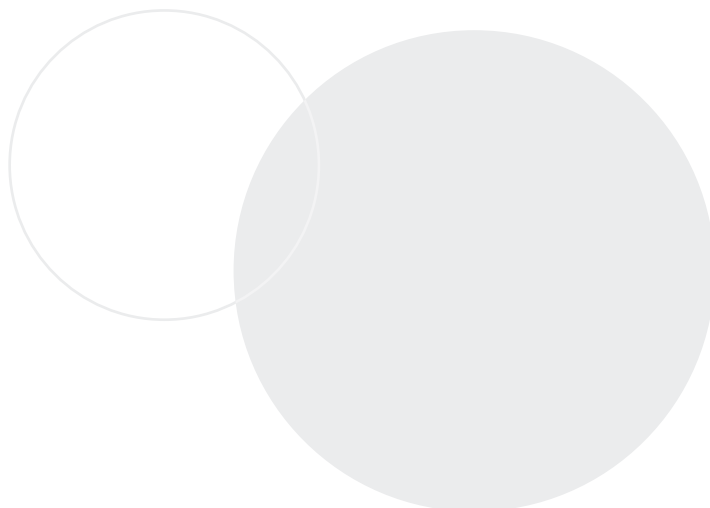
We have proprietary panels of over 350,000 physicians, nurses and healthcare professionals in the US, EU, Scandinavia, Eastern Europe and Latin America. We incorporate our panels to conduct local and international online research of all kinds - product placement, segmentation, name testing, detail aids etc.

All our members have been telephone recruited by our in-house recruiters and opted in to be members in our community.

Our recruiters are all native speakers who have an insight into their countries healthcare systems, cultures and markets.

We use only hospital books and directories, medical directories and yellow pages as original sample sources. We have a stringent sampling procedure in place linked with our panel management system, ensuring a representative demographic cross section that takes into consideration population density by:

- Country
- Specialty
- Region
- Rural vs. urban
- Hospital vs. office
- Grades



### 3. What do you consider to be the primary advantage of your sample over other sample sources in the marketplace?

We specialize in healthcare research only.

Our panel of physicians and healthcare professionals is among the most powerful in the industry, with the highest response rates routinely recorded.

As a multi-methodology agency we are unique in providing full online and qualitative services and are able to incorporate each of our research departments to work with and support each other to reach your goals.

Our mission is to provide our clients with a one-stop shop for all their research needs, whatever the methodology, wherever the research is taking place.

All of our recruiters, interviewers, translators and moderators are native speaking, and work only in the healthcare sector.

We provide our clients with the best possible service and expertise to achieve their targets as effectively and cost efficiently as possible.

All Global's competitive advantages:

		All Global	Others
Specialized medical panel	→	100%	Outsourced
100% opt-in panel	→	Fully compliant	At risk
Qualified quota sample guarantee	→	Yes	Maybe
Effective reach	→	High	Limited
Low incidence study delivery	→	Fully capable	Not likely
Quality of data	→	High	?
Average cooperation/response rate	→	35-50%	5-15%
Programming	→	In-house	Outsourced
Translations of materials and open-ended responses	→	In-house	Outsourced
Executive and custom recruit	→	In-house	Not available
Pre-tests	→	Online, telephone and in-person	Not available
Other methodologies	→	Full range telephone and qualitative services	Not available

### 4. If the sample source is a panel or database, is the panel or database used solely for market research? If not, please explain.

We have built our panel by specifically recruiting physicians from medical directories and hospital directories to solely take part in medical market research studies.

## 5. How do you source groups that may be hard-to-reach on the internet?

With our panel of over 350,000 medical professionals, we are equipped to rapidly recruit any respondent group. Supplementing with custom recruitment from medical directories or client list, we can locate and recruit any type of medical professional in any country.

When collecting data in countries where the online market research culture is in its infancy an assessment of the local markets internet access and experience is necessary. Many markets have been sufficiently exposed to online market research, with the requisite access to online PC terminals to facilitate pure online research. However, some markets require a W. A.T. I (Web Assisted Telephone Interview) methodology given the local culture and infrastructure. Where this is the case All Global's field team will conduct the interview by telephone inputting responses verbatim, in the local language, directly into the online instrument.

## 6. What are people told when they are recruited?

Members are offered the opportunity to participate in market research studies in their therapy area that are relevant and rewarding, and that ultimately will help shape the future of medical research and its implementation

There is a clear description of the panel on the member website, detailing:

- Terms and conditions
- Privacy policy
- Information System Security
- Incentive offering

## Panel recruitment

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## 7. If the sample comes from a panel, what is your annual panel turnover/ attrition/ retention rate and how is it calculated?

Our average annual panel turnover/ attrition rate across all countries/specialties is 7%. This is calculated by average number of panellist per month divided by number of panellists opted out or removed (outliers) per month.

## 8. Please describe the opt-in process.

All members undergo a double opt-in process. The first step is our registration process. Upon completing the registration an email is sent with an activation link prompting the respondent to activate their membership. Only respondents who have activated their account are included in the panel

## **9. Do you have a confirmation of identity procedure? Do you have procedures to detect fraudulent respondents at the time of registration with the panel? If so, please describe.**

All Global has a stringent verification process in order to confirm a respondents practicing status. These verification resources include 100% of background data being checked and verified against the American Medical Association Register (AMA) in the US and medical directories in the EU.

100% telephone recruitment calls are recorded and a minimum of 10% of recruits are randomly audited and monitored.

These Quality Control Procedures and Panel Validation processes ensure your data is 100% valid.

## **10. What profile data is kept on panel members? For how many members is this data collected and how often is this data updated?**

- Surname
- First name
- Middle name
- Suffix
- Gender
- DOB (Age)
- Title
- Email
- Primary Specialty
- Secondary Specialty
- Disease Area
- Qualification Year (Years in Practice)
- Grade
- Hospital/ Office type (academic, public, private)
- Hospital/ Office Name
- Department
- Address
- City
- County
- Postcode
- Country
- Work phone
- Fax
- Region (main and sub)
- Incentive type
- Incentive address
- SSN (US only)
- Member Id
- Registration source
- Panel Status (active, non-active)
- Survey History (status)
- Surveys uploaded to
- Number of invitations per survey

Updating of personal information happens in a variety of ways including:

- Continuous updates: Panellists have access to an online community portal where they can update their personal information at anytime
- Automatically: date information such as year qualified is collected in a day/month/year format so as to remain accurate overtime
- Re-screening respondents by e-mail or phone: This usually coincides with a lack of member activity

## **1. What is the size and/or the capacity of the panel, based on active panel members on a given date? Can you provide an overview of active panellists by type of source?**

All Global guarantees the number of complete surveys required, not the response percentage. We are continuously updating our community and are able to support any feasible sample size based on actual population counts with our existing panel as well as supplementing our panels with specific custom recruitment if necessary.

All Global's response rates are higher than the industry averages, ranging from 35-50%, when pre-screening up to 70%. Response rate is calculated by the number of click-throughs divided by the number of emails sent.

The key to achieving such industry-leading response rates is in managing a successful high quality community by the following best practices:

- Established a trusted relationship to our panellists through active panel management and maintenance.
- Dedicated Panel Management team with the support of native speakers.
- Panel Coordinators Pre-screening respondents by e-mail.
- Reminder campaigns by e-mail and SMS

## **Panel and sample management**

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## **2. Please describe your sampling process including your exclusion procedures if applicable. Can samples be deployed as batches/replicates, by time zones, geography, etc? If so, how is this controlled?**

We have a stringent sampling procedure linked with our panel management system in place to ensure a representative demographic cross section that takes into consideration population density by Country, Specialty, Region, Rural vs. urban, Hospital vs. office, Professional Grades as well as last project participation.

All Global has an email system linked with a panel management system that:

- Filters on any demographic information
- Scheduled for any time zone with automatic launch

We can also pre-invite or pre-screen our respondent to collect specific data prior to a survey launch or project.

## **3. Explain how people are invited to take part in a survey. What does a typical invitation look like?**

Every survey is initiated by a personalised e-mail invitation sent directly to the panellists registered e-mail address. Each invitation has a unique link to the survey that they are invited to participate. Whilst the majority of surveys undertaken by All Global panellists will be hosted by the respective panel site, respondents can be directed to third party sites if required.

## **4. Please describe the nature of your incentive system(s). How does this vary by length of interview, respondent characteristics, or other factors you may consider?**

All respondents are paid either by cheque/check, e-vouchers and bank transfers as appropriate per market. Respondents also have the opportunity to donate the incentive payment to charitable organizations. We work very closely with The International Red Cross, supporting a number of their development and aid programs internationally.

## **15. How often are individual members contacted for online surveys within a given time period? Do you keep data on panellist participation history and are limits placed on the frequency that members are contacted and asked to participate in a survey?**

Communications vary according to country and specialty. On average, panel members are contacted once per month for GP/FP/PCP's and sometimes more regularly for specialists where the universe sizes are much smaller.

## **Policies and compliance**

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## **16. Is there a privacy policy in place? If so, what does it state? Is the panel compliant with all regional, national and local laws with respect to privacy, data protection and children e.g. EU Safe Harbour, and COPPA in the US? What other research industry standards do you comply with e. g. ICC/ESOMAR International Code on Market and Social Research, CASRO guidelines etc.?**

All Global has a clear description for both Privacy Policy, Members Terms & Conditions and Information System Security.

The member details are maintained in the strictest confidence and used purely for market research purposes only. No information can be released that allows a panellist and/or he/she's answers to be personally identified. No personal information can be sought from the panellists or about the panellists without their prior knowledge and agreement.

All Global is Safe Harbor certified and conforms to the privacy rules of the Market Research Society (MRS) and the European Society for Opinion and Market (ESOMAR) as well as adheres to the International Code of Marketing and Social Research Practice ICC/ESOMAR.

## **17. What data protection/security measures do you have in place?**

The member details are maintained in the strictest confidence and used purely for market research purposes only. The panel data is stored on a dedicated SQL Server. Strict security measures are in place to protect from loss, misuse and alteration of the information under our control.

Only specific employees have access to the information for data analysis and quality control purposes only.

## **18. Do you apply a quality management system? Please describe it.**

Yes we do, our quality management system involves monitoring and documenting recruiter performance throughout the fieldwork of any given project. This is done either via live monitoring or with calls recorded and listened to the day after the interview was conducted. This ensures that we are collecting data accurately & are adhering to guidelines as directed by the MRS code of conduct. This process also allows us to promptly address any quality issues and offer training, coaching and support where necessary. As we monitor 10% of all (contacts with panel members) we comply with and exceed the 5% monitoring standards as stipulated by independent auditing organisations based on BS 7911 or ISO 20252.

## **19. Do you conduct online surveys with children and young people? If so, please describe the process for obtaining permission.**

N/A

# Partnerships and multiple panel membership

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## **20. Do you supplement your samples with samples from other providers? How do you select these partners? Is it your policy to notify a client in advance when using a third party provider? Do you de-duplicate the sample when using multiple sample providers?**

We are able to support any feasible sample size based on actual population counts with our existing panel in Europe, the US and Latin America, as well as being able to supplement our panel with specific custom recruitment if necessary for low incidence studies and client list recruitment studies.

In the instance where we do work with other sample providers we work only with vendors holding membership to industry regulatory bodies (ESOMAR; CASRO; MRS; MRA; EphMra; PMRG; PBIRG) and this is always with our clients full knowledge and support.

We place great scrutiny on the internal QC procedure of any vendor we work with.

We never 'blend' samples in a given market, but always choose to work with sample providers who are able to complete a sample need from their own sample source.

## **21. Do you have a policy regarding multi-panel membership? What efforts do you undertake to ensure that survey results are unbiased given that some individuals belong to multiple panels?**

While we are unable to control our respondents from enrolling with other panels, the consistently high response rates, together with the very low number of respondents that leave our panel, indicates that respondents hold our panel in high regard.

We do manage the number of invites we offer to respondents to ensure that individually they are not over invited or fatigued.

Our panel management systems, coupled with the positive professional relationship we share with our members, allow us to provide our clients with rich data, and to avoid professional respondent syndrome.

# Data quality and validation

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## **22. What are likely survey start rates, drop-out and participation rates in connection with a provided sample? How are these computed?**

All Global's field team will liaise directly with our clients to ensure the project brief, spec and timings are fully understood, and determine the fielding strategy by analysing the available panel, the expected response rates, the incidence rate assumed, the screening criteria, and the fieldwork time available.

The volume and nature of the Panel resource allocated to a given project is determined by the sample size per speciality, any criteria particular to each project, and the need to ensure a representative geographic spread. Past participation in recent studies is also factored in at this juncture.

A soft launch is often scheduled prior to a full launch, and is geared to achieve 10% of the overall quota within 24-48 hours. The primary objective within the soft launch process is to confirm an initial incidence rate, the length of interview, the working of the online live reportal tool, and to enable our clients to review initial data with reference to the research objectives, all of which work to safeguard the primary objective of the research as well as the assumed time and cost associated.

A full launch will then take place releasing a higher proportion of the sample available. Sample will continue to be released in batches to ensure safe practice.

The All Global Project Manager will analyse the online data to confirm the incidence rate and length of interview to ensure that the project spec is delivered as required. Where the online incidence rate is lower than initially assumed, jeopardising the timely or cost effective completion of the project, we will suggest changes to the screening criteria that would positively affect the incidence rate to the degree that the timely and cost effective completion of the project was rendered achievable again. Alternative strategies, associated timings and costs will also be detailed at this stage ensuring that All Globals clients make the best possible decision for their project.

Email and SMS reminders will be sent responsibly throughout the fielding process to encourage and further maximise response rates.

## **23. Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your panellists? Are you able to supply your client with a per job analysis of such individual level data?**

Yes, every respondent is provided with a unique panel member ID. This enables us to track the panel member's survey activity and restrict invitation to surveys of a similar nature or any other client requirement for exclusion.

We keep detailed records for each panel member of:

- When a panellist was last selected for a survey
- When a panellist last co-operated with a survey
- The number of surveys the panellist has completed in any given period of time.

## 24. Do you use data quality analysis and validation techniques to identify inattentive and fraudulent respondents? If yes, what techniques are used and at what point in the process are they applied?

All Global follows various methods to guard against bad data. These include:

- Final data checks from our QC department
- Time checks for each survey, Panellists who complete survey(s) too quickly are tracked. After three times of failing our length test, the panellists are suspended from taking future surveys.
- Click through behaviour, if a panellist provides bad data, they are also suspended from taking future studies. These panellists are excluded from future panel samples.
- Re-contact respondents for demographic data validation on a regular basis

## 25. Do you measure respondent satisfaction?

Yes, we encourage our members to provide feedback at the end of each survey about their survey experience as well as the community portal and their overall experience.

## 26. What information do you provide to debrief your client after the project has finished?

Where All Global has been commissioned to develop the online instrument, clients will have 24 hour access to a real time reporting tool that is simple to use but sophisticated in the information that it provides. Overall updates by country and speciality are available through the reporting tool, as well as top line data for all completes, and all termination and screening data collected.

The All Global Project Manager will provide an overview of whether the fielding process is on track for timely completion, ensuring that fielding strategies are detailed proactively. The All Global Project Manager will ensure that clients are updated as requested on the number of completes per speciality and per market, the length of interview and the incidence rate with the assumptions made in the commissioning phase ensuring that our clients have a firm grasp of the issues determining the timely and cost effective delivery of the project. Where this is jeopardised the All Global Project Manager will suggest a range of fielding strategies aimed at either increasing the incidence rate, the response rates, or reducing the fielding times as necessary.

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