

All Global Data Processing



all global

Tabulations

- We use two of the top tabulation software packages in the Market Research industry, Quantum and SPSS.
 - **Quantum** is typically used when a survey includes complicated logic or the data requires complex analysis determined by a tab plan. The output can be delivered in either Word or Excel formats.
 - **SPSS** requires less setup time and is generally used when a survey includes simple to moderate logic with more straightforward analysis. The output is typically saved in an Excel format.

Data Editing and Formatting

- We support all data handling requirements, including, but not limited to:
 - Calculate new variables (e.g. length of time between two dates)
 - Merge multiple data files (e.g. multi-wave/multi-country data)
 - Stack/Unstack multi-level data (e.g. physician data that includes patient records)
 - ASCII data realignment to an existing data layout
 - Data conversion from one format to another (e.g. ASCII to SPSS)

Verbatim Coding

- A web-based application is utilized to convert text responses to open-end questions into numeric codes that represent similar ideas. It does this by using an Adaptive/Automated Coding Model in which the application searches for key words or phrases and automatically assigns the codes.
- Our dedicated team of coders have many years of coding experience, as well as a wide range of healthcare industry knowledge. They review the assigned codes to ensure all responses have been properly coded.
- This coded data can then be merged with the closed-end data which gives you the ability to analyze the text responses alongside the numeric responses.

A Few Examples of Our Output

Quantum Table Example



Table 1

S.1: Overall, how would you rate your satisfaction with membership in the COMPANY A?

	Overall Satisfaction				Renewal Likelihood			Years in The Industry					Years Registered Member of the COMPANY A			
	Total	Excellent /Good	Good	Fair/Poor	Likely	Somewhat likely	Unlikely	Less than 1 Year	1 to 5 Years	6 to 10 years	11 to 15 years	16 to 20 years	More than 20 years	Less than 1 Year	1 to 5 Years	6 to 20 years
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	274 100.0%	166 100.0%	82 100.0%	26* 100.0%**	217 100.0%	42 100.0%	15** 100.0%**	2** 100.0%**	39 100.0%	62 100.0%	63 100.0%	54 100.0%	54 100.0%	83 100.0%	152 100.0%	39 100.0%
Total Answering	274 100.0%	166 100.0%	82 100.0%	26 100.0%	217 100.0%	42 100.0%	15 100.0%	2 100.0%	39 100.0%	62 100.0%	63 100.0%	54 100.0%	54 100.0%	83 100.0%	152 100.0%	39 100.0%
Top 2 Ratings (4,5)	26 9.5%	- -	- -	26 100.0%BC	1 0.5%	14 33.3%E	11 73.3%	- -	5 12.8%	4 6.5%	6 9.5%	6 11.1%	5 9.3%	9 10.8%	13 8.6%	4 10.3%
5: Poor	5 1.8%	- -	- -	5 19.2%BC	- -	- -	5 33.3%	- -	1 2.6%	- -	2 3.2%	- -	2 3.7%	4 4.8%O	1 0.7%	- -
4: Fair	21 7.7%	- -	- -	21 80.8%BC	1 0.5%	14 33.3%E	6 40.0%	- -	4 10.3%	4 6.5%	4 6.3%	6 11.1%	3 5.6%	5 6.0%	12 7.9%	4 10.3%
3: Good	82 29.9%	- -	82 100.0%BD	- -	53 24.4%	25 59.5%E	4 26.7%	2 100.0%	11 28.2%	13 21.0%	25 39.7%J	16 29.6%	15 27.8%	25 30.1%	51 33.6%P	6 15.4%
2: Very Good	130 47.4%	130 78.3%CD	- -	- -	127 58.5%F	3 7.1%	- -	- -	16 41.0%	36 58.1%	27 42.9%	27 50.0%	24 44.4%	39 47.0%	70 46.1%	21 53.8%
1: Excellent	36 13.1%	36 21.7%CD	- -	- -	36 16.6%F	- -	- -	- -	7 17.9%	9 14.5%	5 7.9%	5 9.3%	10 18.5%	10 12.0%	18 11.8%	8 20.5%
Bottom 2 Ratings (1,2)	166 60.6%	166 100.0%CD	- -	- -	163 75.1%F	3 7.1%	- -	- -	23 59.0%	45 72.6%K	32 50.8%	32 59.3%	34 63.0%	49 59.0%	88 57.9%	29 74.4%
Total Responses	274 100.0%	166 100.0%	82 100.0%	26 100.0%	217 100.0%	42 100.0%	15 100.0%	2 100.0%	39 100.0%	62 100.0%	63 100.0%	54 100.0%	54 100.0%	83 100.0%	152 100.0%	39 100.0%
Mean	2.4	1.8	3.0B	4.2BC	2.1	3.3E	4.1	3.0	2.4	2.2	2.5J	2.4	2.3	2.4	2.4	2.2

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K/L/M - N/O/P
 * small base; ** very small base (under 25) ineligible for sig testing

SPSS Table Example



all global

		Total	UK	GERMANY	FRANCE	ITALY	SPAIN	
S1_1 What percent of the patients you treat are cancer patients?	Total	100	20	20	20	20	20	
	Mean	93.4	99.4	81.8	88.5	99.0	98.4	
S1A_1 What percent of your cancer patients are 75 years or older?	Total	100	20	20	20	20	20	
	Mean	32.8	34.5	30.0	32.2	36.5	30.8	
S2 Do you prescribe chemotherapy (i.e. select treatment regimen)?	Total	Count	100	20	20	20	20	
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	1 Yes	Count	100	20	20	20	20	20
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	2 No	Count	0	0	0	0	0	0
		Column %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
S3_1 How many cancer patients do you treat in a typical month?	Total	100	20	20	20	20	20	
	Mean	191.7	154.0	218.3	133.8	240.0	212.5	
S4 In what setting do you spend the majority of your time?	Total	Count	100	20	20	20	20	
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	1 NHS hospital (academic research centre)	Count	41	9	4	10	5	13
		Column %	41.0%	45.0%	20.0%	50.0%	25.0%	65.0%
	2 NHS hospital (non-academic):	Count	30	4	4	2	14	6
		Column %	30.0%	20.0%	20.0%	10.0%	70.0%	30.0%
	3 Private hospital / in-patient (non-academic, including cancer clinics)	Count	2	0	0	1	0	1
		Column %	2.0%	0.0%	0.0%	5.0%	0.0%	5.0%
	4 Specialised cancer center (operated by NHS or a hospital)	Count	19	7	4	7	1	0
		Column %	19.0%	35.0%	20.0%	35.0%	5.0%	0.0%
5 Non-hospital/clinic based practice: outpatient facility (e.g.	Count	8	0	8	0	0	0	
	Column %	8.0%	0.0%	40.0%	0.0%	0.0%	0.0%	
S5_1 How many years have you been treating cancer patients?	Total	100	20	20	20	20	20	
	Mean	12.9	10.4	14.6	10.7	13.9	14.8	
S6_1 Bladder: Which three cancers account for the majority of your patients?	Total	Count	100	20	20	20	20	
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	1 Selected	Count	4	0	0	2	0	2
		Column %	4.0%	0.0%	0.0%	10.0%	0.0%	10.0%
	0 Not selected	Count	96	20	20	18	20	18
		Column %	96.0%	100.0%	100.0%	90.0%	100.0%	90.0%
S6_2 Brain: Which three cancers account for the majority of your patients?	Total	Count	100	20	20	20	20	
		Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	1 Selected	Count	1	1	0	0	0	0
		Column %	1.0%	5.0%	0.0%	0.0%	0.0%	0.0%
	0 Not selected	Count	99	19	20	20	20	20
		Column %	99.0%	95.0%	100.0%	100.0%	100.0%	100.0%

Codebook: Verbatim Coding



Q1 Please describe the key messages you learned from the "Preventing microaspiration and Ventilator-Associated Pneumonia" (VAP) symposium hosted by Company A.
- card 0 column 6:3 - no# ans: 20

```
NET1:(Net) Endotracheal Tube/Cuffed ET Tubes
  001=Existing cuff design does not prevent microaspiration
  002=New cuff technology reduces microaspiration/leakage past the cuff to control microaspiration
  003=New design prevents leakage past the cuff
  004=New ETT is cost effective compared to VAP
  005=New ETT is improved compared to Hi-Lo Evac tube
  006=New polyurethane cuff design/thinner material
  007=New tapered cuff design
  008=Tapered tube allows for a better seal
  009=The cuff material reduces microaspiration/VAP
  010=The cuff requires less pressure
  011=The cuff shape/design reduces microaspiration/VAP
  012=The new ETT reduces microaspiration and incidence of VAP
  013=The new tube helps shorten the length of hospital stay
  014=The new tube helps stop secretions from leaking past the cuff
  015=The tapered cuff conforms to the airway, reducing secretions past the cuff
  016=View/significance of microfolds in the ETT cuff
  017=All other miscellaneous endotracheal tube/cuffed ET tubes mentions

NET1:(Net) Methods in Preventing VAP/Microaspiration
  018=Adherence to VAP bundle
  019=Consistent oral care
  020=Continuous subglottic suctioning prevents VAP
  021=HOB >30 degrees
  022=Monitor cuff pressure
  023=PEEP to minimize secretions past the cuff
  024=Preventing microaspiration reduces VAP rates
  025=Subglottic suctioning to prevent microaspiration
  026=The new tube used with continuous aspiration of subglottic secretions reduces VAP
  027=Use of the tube with other prevention measures reduces VAP
  028=All other miscellaneous methods in preventing VAP/microaspiration mentions

NET1:(Net) Miscellaneous
  029=Colonizing organisms in ETT lead to VAP
  030=Demonstration of new design vs. old (balloon) design
  031=Hospital costs associated with VAP
  032=Incidence of VAP is higher in surgical patients
  033=Presentation on VAP in the age of transparency
  034=VAP is pricey to the hospital
  997=Miscellaneous

995=None/Nothing/NA
998=Don't know
999=Refused
```

Ranges of Codes Used: 1-34,995,997-999
Last Code Used: 999



Thank you