



Case Studies

Animal Health

CASE STUDY 1—VetSOAP

This association sought to catalogue historical and current perspectives of relationships between veterinarians and veterinary specialists.

IdeaSpan executed a two-phase research effort:

- **Comprehensive Literary Review** for historical reference and a baseline for trend/change analysis.
- **Immersive Discussion Boards** to gather current perspectives.

Over 100 documents reviewed and 2,000 entries to the Immersive Discussion Boards were made by the participating veterinarians. Discussions amongst the group proved enlightening and surfaced major trends and changes in perspectives.

The information gathered informed a multi-faceted final report. The results were used to inform and direct efforts such as the following:

- Identified **changes in attitudes** relative to the value of collaboration in the veterinarian marketplace
- **Identified gaps in research:** i.e. Clarified the need to quantify the impact of collaborative care on patient outcome and practice financial health
- **Informed follow-on research:** Questionnaire drafts for multiple quantitative surveys were compiled to fine-tune future tracking efforts
- **Comparisons with Dental and Human Health referral dynamics** illuminated a surprising trend to track

CASE STUDY 2—REBRAND NON-CORE VACCINE

Discovery of a previously unknown Niche was just one result of the research supporting a rebranding of a non-core vaccine to be released in the US.

The product-launch research strategy included:

- Identifying **distinct segments** of veterinarians (easily identifiable by the client) with a propensity to adopt this specific vaccine.
- Surfacing a key claim previously ignored that translated into a **unique selling promise** that swayed veterinarians to place a higher value on this vaccine over competitors.
- Provided concrete direction on how to **differentiate** this product from competitors' advertising and message approaches.

This study included qualitative research followed by quantitative research which utilized discrete choice modeling.

CASE STUDY 3—CATALYST COUNCIL

As CATalyst Council's marketing research partner, IdeaSpan explored **Veterinary and Animal Shelter** perspectives on the need for greater awareness of feline health issues. IdeaSpan presented the results at the **North American Veterinary Conference**.

The CATalyst Council is a nonprofit organization supported by animal rescue and shelter groups, animal health pharmaceutical, nutrition, and diagnostic testing companies interested in furthering the care and well-being of felines.



WHY IDEASPAN?

Veterinary Practice Database

IdeaSpan' animal health clients view our **veterinary practice database** as *trustworthy and representative* of the veterinary market.

- Our database is updated yearly, and includes **30,000+** veterinary practices representing over 85% of US veterinarians.
- Veterinarians describe IdeaSpan as *“more professional and informed than most research firms.”*
- We routinely see **8 to 14%** response rates on our studies.

We are active in your industry.

- IdeaSpan interviews **8,000+** veterinarians and **5,000+** pet owners each year.
- We have **expertise** in the following indications and/or product categories: anesthesia, antibiotics/antibacterial, anti-emetics, appetite stimulants, cancer/oncology, cardiovascular disease, diabetes, pain management, vaccines, internal and external parasiticides (flea/tick/heartworm), Diagnostic Equipment, Drug Delivery Devices.

We do not think it is your job to educate us on your markets!

- The IdeaSpan Team actively monitors industry news sources such as: VIN (Veterinary Information Network), *Veterinary Practice News*, *Veterinary Team Brief*, *Veterinary Economics*, *DVM 360*, and others.
- We understand the **drivers impacting Veterinary-Client Dynamics** and thereby impacting your relationship and role with veterinarians and their clients.
 - Changing roles of veterinarians and pet owners in managing a pet's health
 - Impact of access to information on pet owner relationships with veterinarians
 - Veterinarian perceptions versus pet owner perceptions
 - Pet owners' adoption of and impact of electronic media interface
 - Pet owners utilizing the Internet to seek information versus utilizing the Internet to build relationships with their veterinarians
 - Impact of access to information on pet owners purchase habits
 - Impact of channel blending: Rx, OTC, e-commerce, etc.

We bring new ideas to research! IdeaSpan Immersive Discussion Boards--

- Compatible with mobile phones and tablets, IdeaSpan Immersive Discussion has many benefits that telephone IDIs and even in-person focus groups do not. Respondents can complete an entire qualitative study at their own convenience, generating a staggering amount of strategic business data on a variety of different topics.
- IdeaSpan Immersive Discussion is designed for a mixed methodology approach—group discussion and interaction combined with one-on-one participant to moderator responses as well.
- This is not a Question and Answer approach! Specific activities are designed for each study to engage participants and stimulate them to provide reflective, considered, and robust responses.

