



roots
RESEARCH

Roots Research

**Your Reliable Partner
in Healthcare Research**

rootsresearch.co.uk

With years of healthcare fieldwork experience, Roots are proud of our reputation for high quality research recruitment.

Here are just some of the reasons we're the reliable research partner you can trust with your healthcare research.

Our sample

WE HAVE ONE OF THE UK'S LARGEST healthcare panels. Profiling thousands of patients and carers over hundreds of indications, we can cover a wide range of healthcare areas. Our healthcare panel also covers medical professionals, including GPs, specialists, nurses, dentists, and non-medical healthcare professionals.

Our verification process

OUR RIGOROUS RESPONDENT RECRUITMENT PROCESS is driven by a deeper relationship with our panellists. Medical professionals, patients and carers register before they are checked for duplication and verified by a telephone call back. Professional qualifications are validated against national databases, and patients' current medications are verified. So, we don't just find people we think are a good fit for your project. We make sure they are.

Our quality

ROOTS QUALITY PROCESSES are applied throughout our work. We apply superior standards of project management to every healthcare project. From briefing through to delivery, your dedicated project manager will support you every step of the way.



Our services

Every healthcare project is different. We'll take the time to fully understand your brief and create a bespoke solution.

Designing all elements of the project to meet your needs. From online surveys to face to face interviews and focus groups, we're ready to deliver the research methodologies and support to make your project a success.



Qualitative solutions

- ✓ In depth interviews (face to face or online)
- ✓ Focus Groups (face to face or online)
- ✓ Duo & trio interviews (face to face or online)
- ✓ Online communities
- ✓ Bulletin boards
- ✓ Patient & physician diaries
- ✓ Video interviews/diaries
- ✓ Self-completion research apps



Quantitative solutions

- ✓ Online market research surveys
- ✓ Online communities
- ✓ Face to face interviews (structured/semi-structured)
- ✓ Telephone/CATI/CAPI
- ✓ Self-completion research apps



Our flexible support

Whether it's a sample-only project or full-service delivery, we offer reliable, flexible support. This covers:

- ✓ Recruitment
 - ✓ Incentives
 - ✓ Screener and questionnaire design
 - ✓ Scripting and hosting the survey
 - ✓ Mobile optimisation
 - ✓ Online/face to face sample for any healthcare target
 - ✓ Recruitment for custom panels and communities
 - ✓ Project management of global fieldwork
- ✓ Translation of questionnaires and verbatims
 - ✓ Coding
 - ✓ Provision of data, tabulations or reporting tools
 - ✓ Written reports and presentations

Through our approved partner network, we offer global coverage across the UK, USA, and all European markets.

Our experience

Whatever your sector or project, we're ready to provide everything you require to make your research a success.

Sectors

- ✓ Prescription medicine
- ✓ OTC/non-prescription treatments
- ✓ Medical devices
- ✓ Health and beauty
- ✓ Healthcare tech

Projects

- ✓ Portfolio optimisation
- ✓ Market landscape evaluation
- ✓ Brand development
- ✓ Communications testing
- ✓ Market sizing
- ✓ Market segmentation
- ✓ Conjoint
- ✓ Brand tracking
- ✓ Ad testing/tracking
- ✓ Concept testing/optimisation
- ✓ Message and communications testing



We've got vast experience finding medical professionals and people with specific conditions. Here are some of the most recent projects we've worked on:

- | | | |
|------------------------------|-----------------------------|-----------------------|
| • Cancer | • Depression | • Mental health |
| • Rare diseases | • Anxiety | • Anti-ageing therapy |
| • Diabetes – Type 1 & Type 2 | • COVID 19 | • Bowel cancer |
| • Obesity | • Oral care | • Pregnancy |
| • Women's health | • Eye care | • Sexual health |
| • Smoking cessation | • Nutraceutical/supplements | • Healthy skin |
| • Blood disorders | • Prostate cancer | |
| • Alzheimer's disease | • Menopause | |





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GET IN TOUCH

Contact **Roots**

We'd love to hear from you, even just to ask a few questions or to discuss how we can help your business.

Phone +44 (0) 1273 617 132

Enquiries enquiries@rootsresearch.co.uk

Business rfq@rootsresearch.co.uk

Our Certifications

At Roots, we're proud to be certified and compliant with all the latest guidelines and legislation. So you know we're ready to deliver excellence with integrity.



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