



CASE STUDY: **QUALITATIVE RECRUITMENT** **FOCUS GROUPS**

Working in Healthcare

THE NEED

Working on behalf of a leading healthcare organisation, who were doing research to bring together focus group discussions on mental health workers and engagement in the industry from under-represented communities.

We were tasked with recruiting 4 specific group profiles to include representation from the follow backgrounds:

- ✓ **BLACK AFRICAN**
- ✓ **BLACK CARIBBEAN**
- ✓ **ASIAN BACKGROUNDS** with representation from Indian, Pakistani, Chinese, Bangladeshi or
- ✓ **ANY OTHER ASIAN ETHNICITY.**

Each group required us to ensure age representation from 18–50 years old with an 60/40 split of females to males.

THE PROCESS


By utilising our in-house panel, we were able to create sample searches around ethnicity that we could selectively invite to register for the project.

As we had a smaller representation from some Asian ethnicities, we also enlisted a local recruitment partner who specialised with first generation Asian recruits. This allowed us to access unregistered users and to increase the representation these groups ensuring we had diversity across the profiles.

KEY FIGURES:

97%
Attendance rate

RESEARCH METHODOLOGY

 Focus Groups

THE OUTCOME

Successfully completed groups recruiting 24 people in total recruitment was completed in 14 days with 97% attendance rate across all groups.

