

CASE STUDY: **ONLINE SURVEYS**

# A new online physiotherapy tool

## THE PROJECT

A health and fitness client wanted to collect feedback on a new online physiotherapy tool they were developing. This involved conducting online surveys with both physiotherapy patients and Physiotherapists to get their perspective and find out whether they would use and recommend the tool.

## THE PROFILES

The client wanted to achieve 200 survey responses from current or previous physiotherapy patients, over the age of 50. This needed to include a mix of ages and genders.

They also wanted to achieve between 50–100 survey responses from Physiotherapists. This needed to include Physiotherapists that work for the NHS, in private settings and across both these sectors.

## THE PROCESS

We recruited the physiotherapy patient profile via our panel and onboarded participants who fitted the relevant demographic criteria. The survey took 10–15 minutes for participants to complete. We were able to achieve 200 responses and hit the necessary demographic quotas.

We recruited the Physiotherapist profile via our panel, as well as through desk research. We were able to achieve 96 responses, reflecting a mixture of Physiotherapists working for the NHS only, in Private settings only and those working across both sectors.

## THE OUTCOME

Using the insights provided by both patients and clinicians, the client was able to adapt and upgrade the online physiotherapy tool.

## KEY FIGURES:

**200**  
Responses

**96**  
Physiotherapist  
profile responses

## RESEARCH METHODOLOGY



Online Surveys