

Your Reliable Partner in Healthcare Research

A close-up photograph of a surgeon wearing a blue surgical cap, a blue face mask, and blue scrubs. The surgeon is looking down, focused on a task, with a surgical instrument visible in the lower right. The background is a blurred operating room with a large circular light fixture. The image is framed by a white circular border.

Roots Research

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 Panel

From surgeons, GPs and specialists, through to nurses, allied health staff, carers and administrators, right down to patients and health consumers of every age and background — if you need them, we'll find them.



154,056

HEALTH
CONDITIONS



63,575

CARING FOR
SOMEONE



78,318

REGISTERED
DISABLED



66,120

Smokers



22,138

Diabetes



15,206

Mental Health



Works in Healthcare

With over 650,000+ panelists and our numbers growing by over 5,000+ per month, this data is ever-changing and evolving. To see our most up-to-date data points, [visit our Panel online.](#)

Case Studies

Our case studies highlight how we find, engage and understand the audiences that matter to you across the entire healthcare landscape.



Disabilities

Working with 2CV and their transport client, Roots Research were tasked with recruiting people with access needs to help gather evidence on people's experience of and attitudes towards rail travel in Great Britain.

Participants were recruited from a client supplied and the profiles were those with a range of possible access needs covering 6 core segments.



Working in Healthcare

On behalf of a leading healthcare organisation, we conducted research using focus group discussions with mental health workers from under-represented communities.

We recruited four specific group profiles representing Black African, Black Caribbean, and Asian backgrounds, including Indian, Pakistani, Chinese, Bangladeshi, and other Asian ethnicities.



You already know Roots Research for our stand-out fieldwork and project delivery... but we'd like to introduce you to our dedicated market research platform,

TAKE PART IN RESEARCH™

We're not just big on numbers, we're big on quality:

- Over 650,000 active and fully verified participants
- 5,000 to 10,000 new sign-ups every month
- Instant access to insight-rich, ready-to-go recruits

Our proprietary panels in the UK and US, alongside trusted partners worldwide, mean we can reach the audiences you need wherever they are. We capture hundreds of data points per panelist at registration, never sell on leads, and actively remove fraudulent registrations – so you can rely on the integrity of every recruit.

650,000+

panelists and counting

The feedback speaks for itself. With over 2,400 reviews, an "Excellent" rating on Trustpilot, and a rapidly growing social media presence, Take Part in Research is a powerful partner for market research needs.



Our services

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



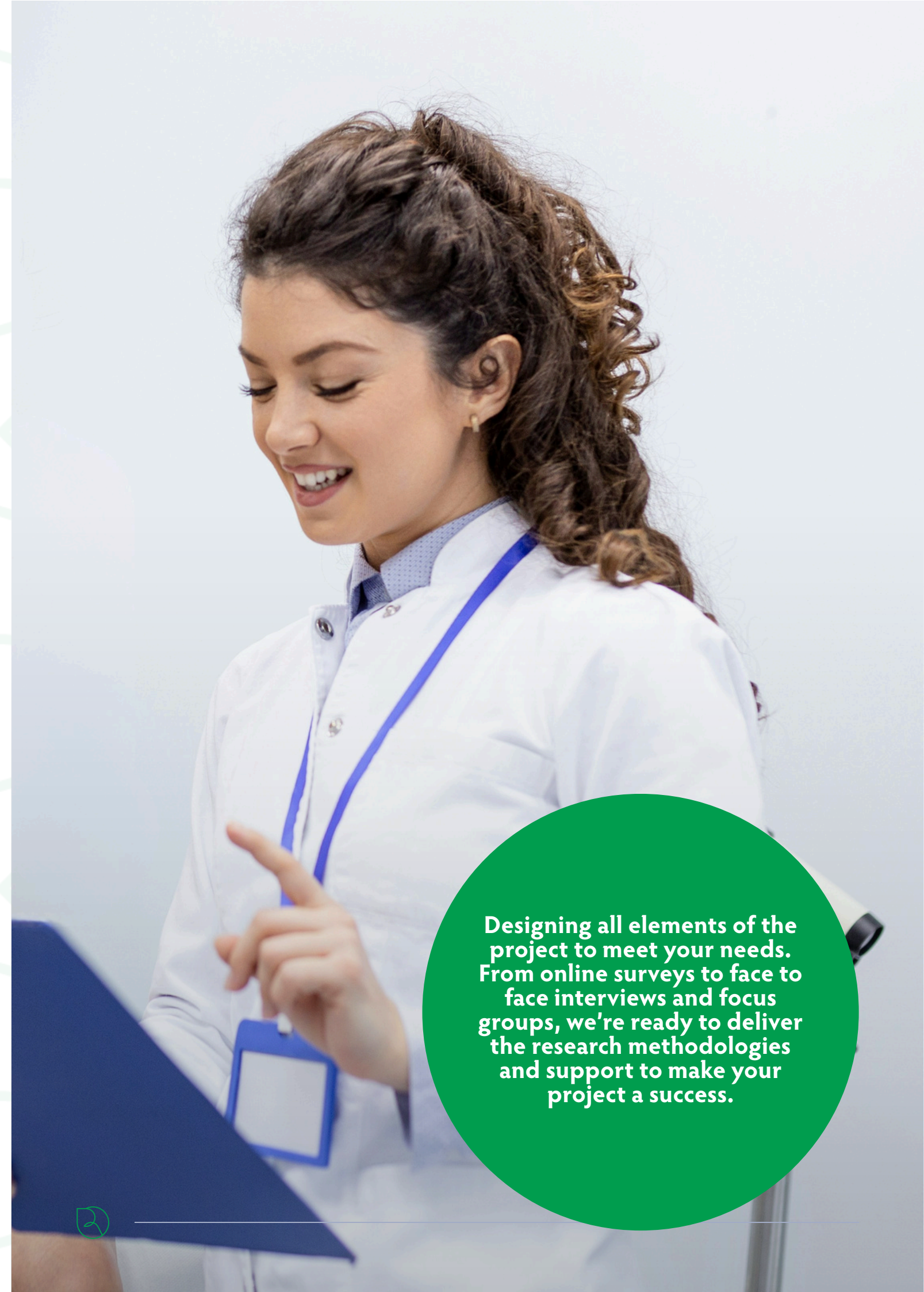
Qualitative solutions

- ✓ 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



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.



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

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.

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Enquiries enquiries@rootsresearch.co.uk

Business srfq@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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