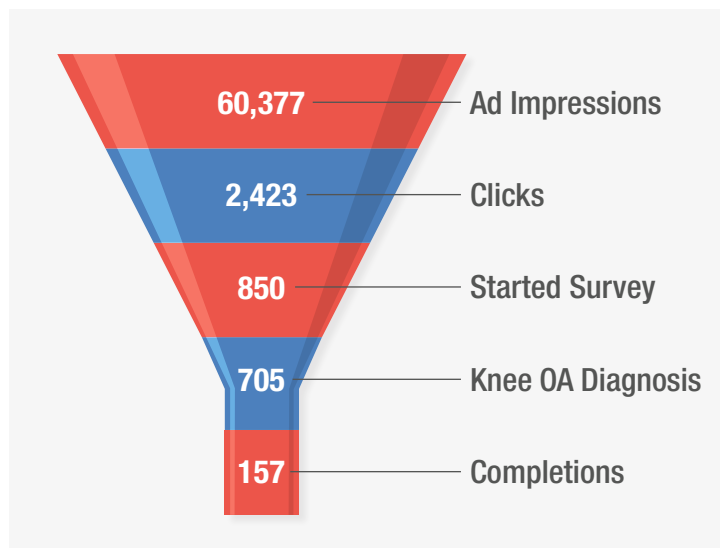


## Study Snapshot™ Online Survey

### Collecting patient feedback quickly and economically

An online survey can be an excellent way to reach and collect feedback directly from patients. On one recent project for a major CRO, we generated 850 online survey responses by knee osteoarthritis patients in only 5 days, all for less than \$850 of online media! We successfully reached and motivated the target audience (women in their sixties) to take part, and over 18% (157) of all respondents answered every question of the detailed 8-page survey.



### Knee osteoarthritis study team recognizes Merge’s contribution to the project’s success

*“We presented the information from the patient survey to the client and they found the data very useful and informative. I also wanted to let you know that it was a pleasure working with you. You responded to our requests very quickly and we ended up getting more responses than we planned in a short timeframe. You obviously did a great job with your online ad placement for the survey. Looking forward to working with Merge on the next opportunity.”*

#### KEY STATS— KNEE OSTEOARTHRITIS SURVEY

- 850 survey responses in under 5 days!
- Successfully motivated key target of women in their 60s
- Online media budget of under \$850
- Over 18% (157) of respondents completed detailed 8-page survey