R.L. Repass & Partners, Inc.

Opinion Research ▪ Marketing Research ▪ Strategic Counsel

Case Study:
Corporate Reputation Research

Background:

A health care company commissioned R.L. Repass & Partners, Inc. to conduct qualitative and quantitative research regarding the recall of a popular product used for in-patient and out-patient treatments. This product had wide use in multiple medical treatment regiments including general surgery and cardio vascular treatments. The recall was centered on a potential contamination in materials used in the manufacturing process. The recall of the product received significant consumer media and professional publication attention. The research findings were used to develop an external communication strategy with the general public and medical professionals.

Research Objectives:

The primary objective of this research was to gain insights regarding the effects of the recall on the client company's corporate reputation among its key audiences. The topics to explore in the research include:

- Awareness of the issue among targeted audiences
- What effect, if any, the recall and related issues had on the level of confidence and trust key stakeholder groups had in the client company
- Perceptions of risks to patients among the general public and medical professionals
- Confidence in U.S. regulators to manage this issue
- Public and medical professional reaction to the client company's response to the crisis
- Reaction to potential company messaging about the issue

Methodology

To achieve the research objectives, both qualitative and quantitative research was conducted with key stakeholders. Focus groups and in-depth interviews were conducted in three U.S. markets with medical professionals who use the recalled product. Following the focus group research and in-depth interviews, quantitative research was conducted with a representative sample of medical professionals segmented by specialty and sub-specialty. In addition, a nationally representative sample was conducted with the general public regarding awareness in and concern for the recall. The public sample was segmented to included persons who had been treated for conditions where this product was potentially prescribed.

Actions Taken

The research found high awareness of the recall and generally a positive reaction to the manner in which the client company responded to the crisis. Specific recommendations were developed from the research to enhance knowledge of the issue and develop information relevant to various stakeholders. Further, information from the research was used to enhance oversight of the manufacturing process and communicate these changes to key audiences including the general public, medical professionals, and regulatory agencies.