



# **Overview of IMV Data: Perspectives on Large Scale Data Collection**

December 8, 2011

# Background

IMV is a market research and database provider specializing in medical markets; including diagnostic imaging, radiation therapy and clinical laboratory. In business since 1987.

# Presentation outline

- Overview of survey methods
- Examples of data collected by IMV
- Considerations for large scale data collection

# Survey Methods and Response Rates

## Survey Method

- Mail
- Online
- Telephone
- Recruit via phone for online survey
- Social media

## Response Rates

- 1% to 3%
- 2% to 10%
- >10%
- >10%
- TBD

# Different products, different techniques

## Census Databases

- Data from about 65% of the universe
- Telephone
- Data collection over 12-24 months (PET universe 2,085; CT universe 7,800 sites)
- Collection costs increase significantly after 40% of the universe has been interviewed

## Market Reports

- Data from 300-400 sites
- Online and telephone
- Data collection over 8-12 weeks
- No exponential increase in costs

# Why participate?

Receive a free Benchmark report (Price: \$750)

## Example: PET Benchmark Report

- Number of Clinical Patient Studies, Sites & Units
- Clinical vs. Research PET and PET/CT Patient Studies
- PET Clinical Patient Study Mix
- Characteristics of the Fixed PET & PET/CT Installed Base
- Variation of Patient Studies per Site, by Current PET Capability and Site Type
- Variation of Patient Studies per Fixed PET or PET/CT Scanner
- Staffing Configurations at PET Imaging Sites
- Productivity
- Radiopharmaceutical Utilization and Budgets
- Hours of Operation
- Inpatient vs. Outpatient Mix
- Waiting Time for Scheduled Outpatient PET Patient Studies
- 2011 PET & PET/CT Patient Studies per Thousand Population, by State

## Applications of the data

As the Census database information is quite detailed and covers 65% of the universe, it can be segmented and drilled down depending on the question to be answered.

### **For instance, by Facility type or Geography:**

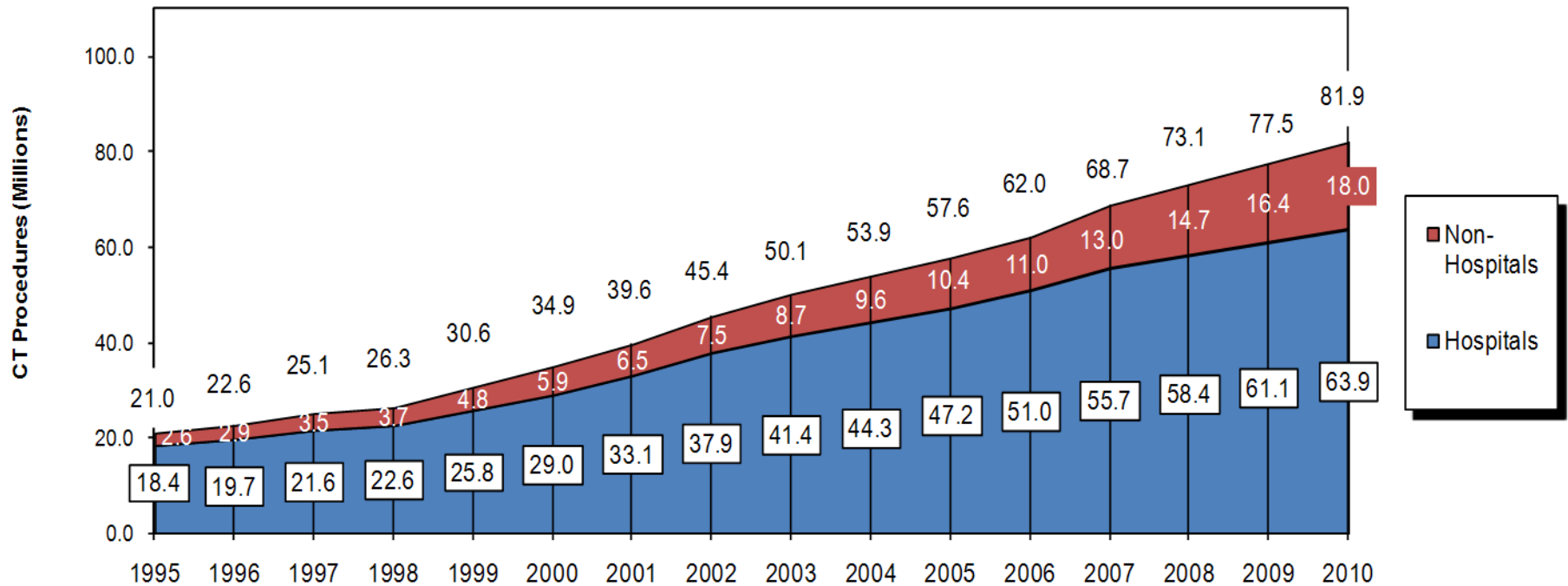
- Availability of services, i.e. MR, CT, PET, Nuclear Medicine, etc.
- Adoption of new technology
- Age of systems in use
- Number of systems in use



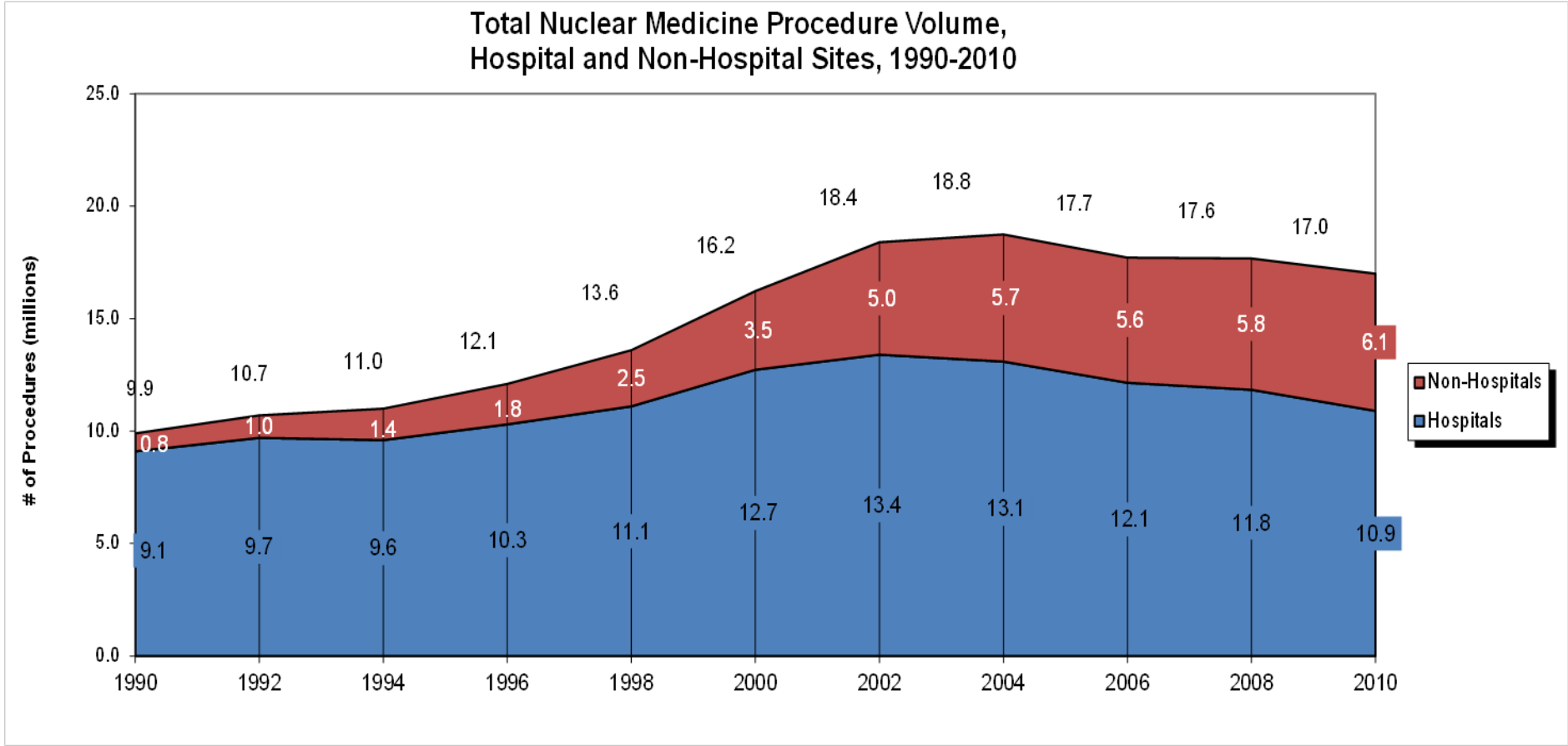
# **Overview of Types of Procedure Data collected by IMV**

# Procedure Trends – CT 1995-2010

Total CT Procedure Volume, Hospital and Non-Hospital Sites, 1995-2010

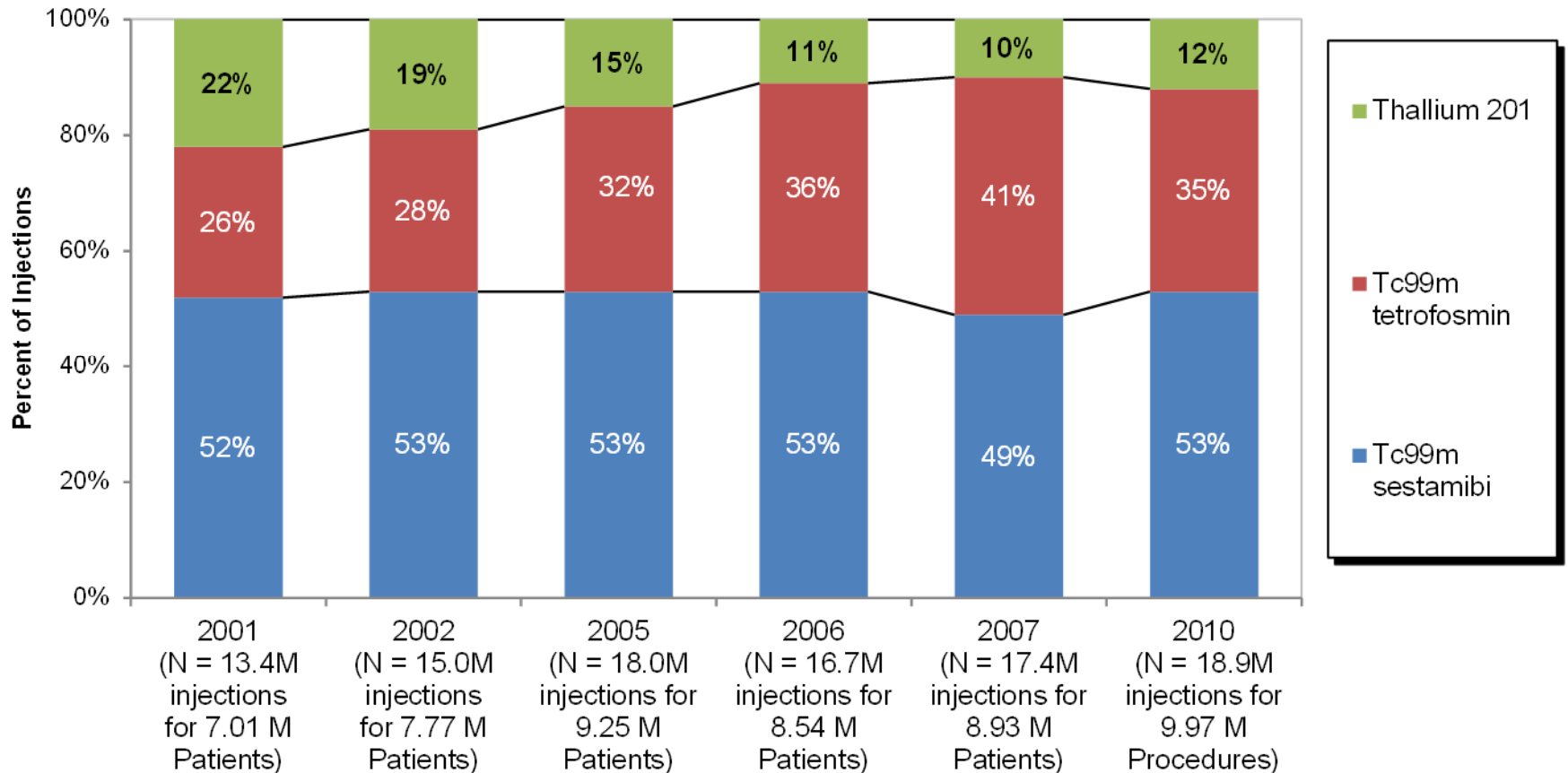


# Procedures Trends – Nuclear Medicine 1990-2010

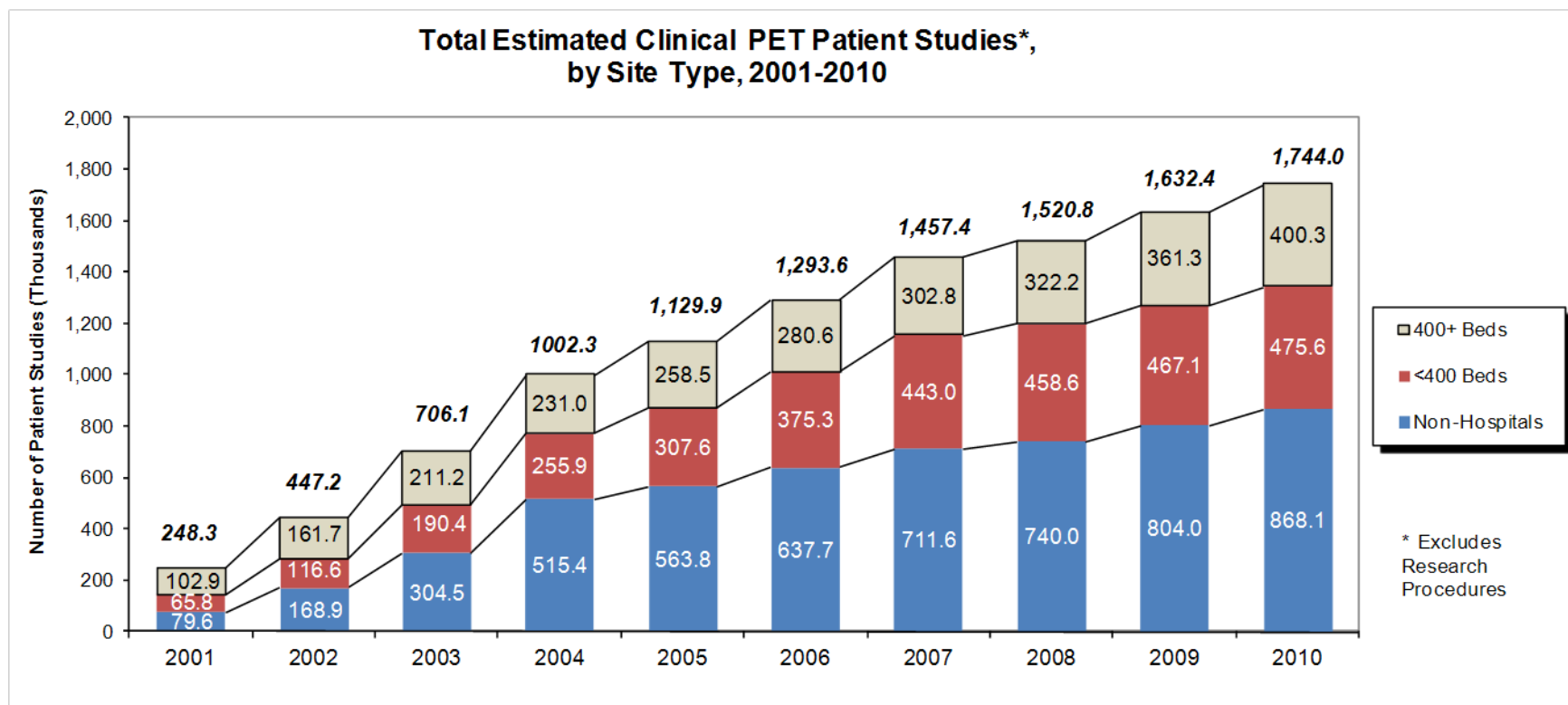


# Nuclear Myocardial Perfusion Injections 2001-2010

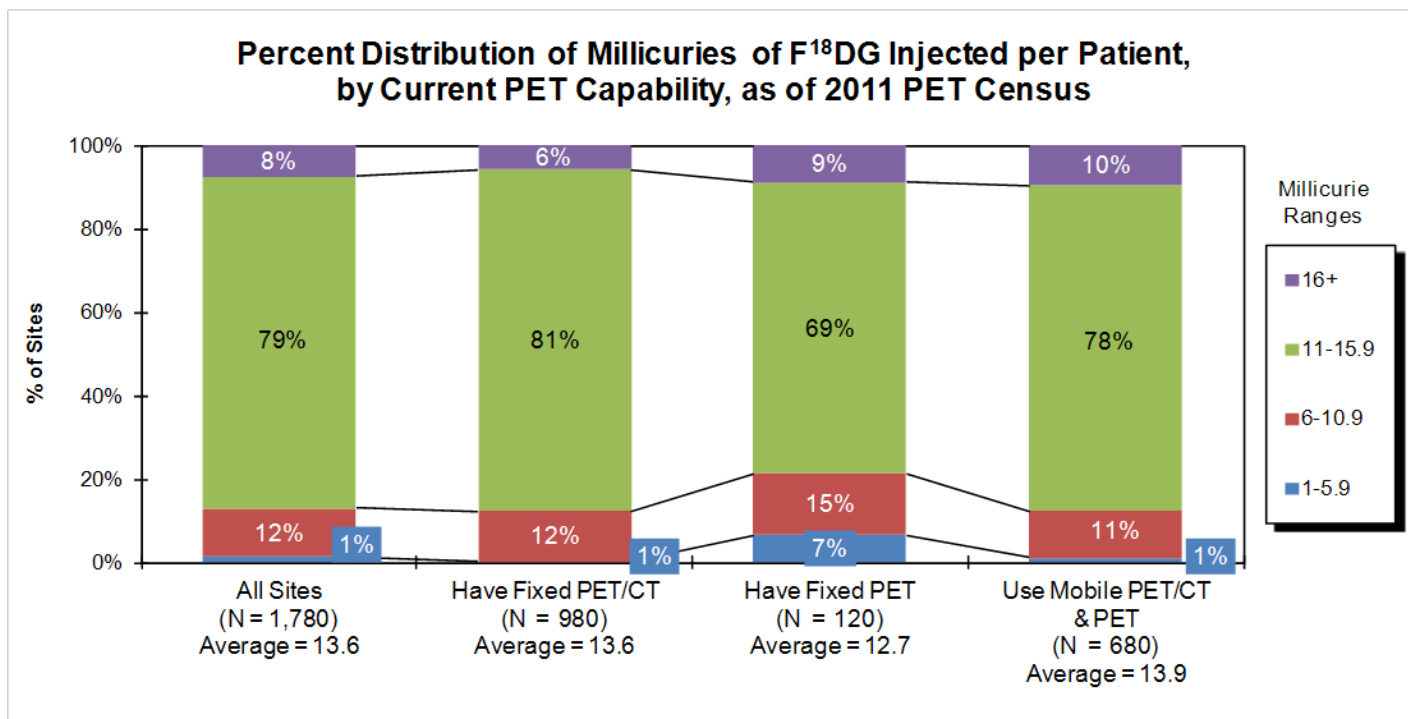
**Distribution of Perfusion Injections by Reagent  
2001-2010**



# PET Procedures 2001-2010



# Average F<sup>18</sup>DG Injection in mCi PET and PET/CT 2011



# Considerations for large scale data collection

# Challenges of large scale data collections with medical professionals

- As hospitals, imaging centers and other imaging providers have reduced staff to survive in the current environment, potential respondents have a heavier workload and less time to participate in surveys
- Many manufacturers now survey their customers so many potential respondents choose not to participate or pick and choose which studies they participate in
- Some sites do not allow their employees to participate in surveys
- Phone calls are screened or routed to voice mail which adds time to completing telephone interviews

# Pros & Cons of large scale Telephone surveys

## Pros

- Highest response rate
- Larger response allows drill-down analysis by segment
- Easier to probe for nuanced information
- Best suited for 10-15 min surveys with opinion questions and data the respondent is familiar with

## Cons

- More expensive
- May not receive procedure numbers from all respondents
- Time consuming. Multiple calls to complete a survey
- Respondent “survey fatigue” sets-in after 12-15 minutes

# Options to maximize data quality and manage costs

- Keep survey length to a minimum
- Spend required time to qualify respondents
- Make the questions as interesting and as relevant to the respondent as possible
- Offer respondents unique information for their participation

# Market Research Rule!

Choose any two:

- Inexpensive
- Fast
- Good quality

# Thank you for your time

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