

3 Key Elements to Optimize your Quantitative Research with Oncologists

Studies under 30 minutes are the most favorable.

The ideal length of an online study is 27 minutes.



- 66% prefer 20 or 30 minutes
- 12% prefer 15-minute studies
- 18% prefer 15 minutes or less
- Less than 15% prefer 45+ minutes

It is combination of length to compensation and how much protected time I have to finish it. I often do surveys 10-15 min.

[Choosing to participate is based on] consideration of my valuable time. Incentive for expertise.

Oncs appreciate a balance between their expertise, time and compensation.

The research topic can cut through the clutter of study invites.

But so can the honoraria-time balance.



- Half of oncologists receive 5+ study invites per week
- 28% receive 10 - 20 invites weekly
- 10% receive 20+ invites weekly
- Some receive as many as 50 weekly study invites
- 25% say topic is important in their decision to participate
- 34% say the honoraria - time ratio is a factor

[I] feel like I am making an impact.

[It's] the educational components.

[It's] time, topic and incentive.

Electronic medical records impact participation.



- Study participation drops when Electronic Medical Records access is required.
- However, 13% say they are more likely to participate citing 2 primary reasons:
 - Importance & quality of data
 - Higher compensation
- More than 40% say time and effort for accessing EMR makes them less likely to participate

- [EMRs] are very time intensive. Difficult to do after hours at home.
- [EMRs] are time consuming/ boring/ repetitive.
- You gather more and better information from real patients.
- I feel like I am offering more objective information.

Study Participation Likelihood With vs. Without Electronic Medical Records (EMR)

