



MD Analytics®

Planning Research with Specialists?

Decoding participation drivers, time
limits, and format preferences across
nine high-demand medical specialties.

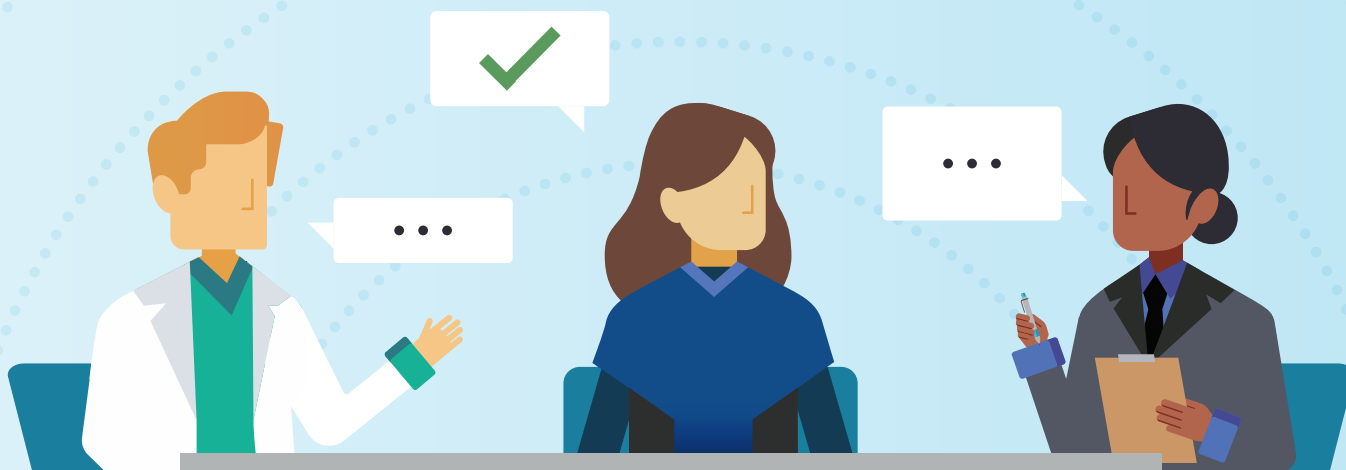


Based on independent research with 289 U.S. and Canadian physicians | MD Analytics



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The Secret to High Participation? Meeting Each Specialty on Their Terms.



Specialists spend all day solving problems for patients, so when a study asks for **their real-world clinical perspective**? They enjoy weighing in, and our data proves it. But between packed clinic schedules and overflowing inboxes, even well-funded studies can stall if the format doesn't match how they prefer to engage.



A 20-minute online survey might work smoothly with U.S. cardiologists, but could fall short with Canadian dermatologists. And a format that gets great traction in oncology might get little interest with rheumatologists.

At MD Analytics, we've always known that designing physician research that fields seamlessly requires a clear understanding of engagement dynamics. To verify it, we recently benchmarked responses from physicians across nine key specialties to identify the precise drivers of participation.

Based on those findings, here is the most up to date take on where study design offers flexibility, and where some interesting boundaries exist.



Specialty Intelligence: Benchmarks for Study Design

Matching study design to a specialist's daily reality is the fastest way to eliminate fieldwork friction. To guide your team before finalizing your next brief, we've mapped out the constraints and opportunities across nine core specialties:



Planning research with cardiologists?

- **Where you have room to work:** The good news is that you have a lot of flexibility here. U.S. cardiologists demonstrated the broadest willingness to participate across any specialty, sitting at or near the top for focus groups, online forums, observational research, and multi-part studies.
- **One unexpected finding:** They also registered the strongest interest among U.S. physicians for research centered on corporate image and reputation.



Planning research with oncologists?

- **Where you have room to work:** An in-office interview is worth exploring. U.S. oncologists are open to a variety of formats and are among the most willing to host face-to-face interviews directly in their offices.
- **What else could affect interest:** The topic can make a big difference. Canadian medical oncologists showed the strongest interest of any group in corporate image and reputation.
- **One thing to keep in mind:** Don't rule out chart audits. Canadian medical oncologists showed the strongest interest in the format of any specialty we studied, and they lean toward incentive per chart with no minimum.





Planning research with dermatologists?

- **Length signal:** Keep it brief. Canadian dermatologists are the least willing group to take on multi-part or asynchronous designs, and their ideal survey length clusters tightly at the 15-minute mark.
- **What may be a harder sell:** Your invitation has to cut through heavy noise. U.S. dermatologists receive more online market research survey invitations per month than any other U.S. specialty we studied.
- **One thing to keep in mind:** Canadian dermatologists showed the highest interest of any group in discussing their experiences with sales representatives.



Planning research with gastroenterologists?

- **Length signal:** Twenty minutes is the mark. Canadian gastroenterologists concentrated at 20 minutes more than any other group, and were among the least likely to consider 15 minutes the ideal length for a survey.
- **Where you have room to work:** Patient support programs. Every Canadian gastroenterologist surveyed showed interest in the topic, the highest of any group.



Planning research with rheumatologists?

- **What may be a harder sell:** In-office interviews will likely be an uphill battle. U.S. rheumatologists showed the lowest willingness of any specialty, well below the next group.



Planning research with respirologists?

- **Where you have room to work:** Screen-based conversations hold a lot of promise. Canadian respirologists demonstrated the broadest willingness in their market, taking the lead on video interviews, screen-share interviews, and online focus groups. This gives your team multiple live, remote options.





Planning research with endocrinologists?

- **Where you have room to work:** Don't write off a live conversation. Canadian endocrinologists specifically stood out for their willingness to participate in screen-share and telephone interviews.



Planning research with hematologists?

- **What changes the picture:** Channel choice is highly polarizing here. Canadian hematologists reported the highest willingness for an in-office interview, yet the lowest willingness for telephone interviews.
- **One thing to keep in mind:** If you're running chart audits, Canadian hematologists lean toward a minimum required chart count with the option to complete more.



Planning research with nephrologists?

- **Where you have room to work:** Chart audits are a viable avenue. Canadian nephrologists were among the least likely groups to outright rule them out.

Good research design aligns with the realities of a busy clinic day. Eliminating small friction points keeps the experience straightforward for physicians, making it easier to capture the expertise that helps shape your brand strategy.

Put Our Specialty Intelligence to Work for Your Brand

From study methodology to field execution, MD Analytics helps pharma insights leads navigate hard-to-reach specialists with confidence. Reach out today to request the full research presentation or discuss your upcoming field needs.



[Get the full findings](#)

