

Research Methodology Survey

ISPOR UAE Chapter is committed to promoting training and education in the region related to health economics and outcomes research. Accordingly, we embarked on administering a survey to understand the knowledge, attitudes and experiences of different stakeholders in the region.

The survey was structured around three main themes. Firstly, it focused on the participants' demographic detail and education. Secondly questions were focused on experience in research, and lastly it focused on areas of interest and what training and education topics are important. The survey was designed and administered by TCD Research in Dubai using their electronic survey tool.

The survey was initiated in April 2019 and at time of writing remains active. We envisage to publish the results during 2019. However, some interesting trends already emerged when looking at response rates and methods. For example, notwithstanding that reminders were sent at weekly intervals, only 38% of the target population opened their e-mails. More than 80% who completed the survey did so within the first week of the survey launch. The majority of those who opened the e-mail did so using mobile phones (51%). Less than 1% unsubscribed to the survey. We believe that, although this was not an objective of the survey, it provides some insight into the effectiveness of using on-line surveys in the region.

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