



RESEARCH AND DATA COLLECTION

How to build an effective survey?

ADVANCED

→ SURVEYS GATHER INSIGHTS AND DATA CRUCIAL FOR UNDERSTANDING AND SUPPORTING YOUR ORGANISATION'S GOALS, PARTICULARLY IN MEDICAL RESEARCH WITH COLLABORATION FROM MEDICAL SOCIETIES.

OBJECTIVES:

- Collect **accurate and relevant data** to support research and decision-making.
- Obtain **insights that can drive improvements and guide strategies**.

ADVANTAGES:

- **Data-driven decision-making.**
- Enhanced **understanding of your target audience.**
- Opportunity for **member engagement and feedback.**
- Ability to **identify trends and opportunities.**



DEFINE YOUR SURVEY'S PURPOSE

Clearly outline the objectives of your survey. **Determine the specific information you aim to gather**, whether it's medical insights, member preferences, or other relevant data.

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IDENTIFY YOUR TARGET AUDIENCE

Define the group you want to **survey**, ensuring it's representative of your research goals. Consider demographics, PID subtypes, and any relevant characteristics.



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CHOOSE SURVEY TYPE

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Decide whether you need quantitative data (numerical/statistical) or **qualitative data** (descriptive/subjective) and adapt to different survey types.

Depending on the purpose of the survey, consider involving a medical expert to provide expertise on question design and medical terminology.

Ensure that your questions are unbiased and avoid leading language that might influence responses.

QUANTITATIVE SURVEYS

QUALITATIVE SURVEYS

CHARACTERISTICS

- Uses structured questions to gather data with numbers.
- Good for counting, measuring outcomes, and finding patterns.
- Provides numbers for easy comparisons and analysis.

- Asks open-ended questions for people to share their thoughts, feelings, and experiences in their own words.
- Ideal to explore in-depth insights, understand motivations, or uncover complex issues.

EXAMPLES

- How many times have you visited a healthcare provider in the last year?
- On a scale of 1 to 5, how satisfied are you with our organisation's actions?

- Can you describe a recent experience with our organisation that had a significant impact on you?
- What challenges do you face when managing your condition on a daily basis?

ADVANTAGES

- Objective data that you can measure.
- Numbers help you compare precisely.
- Works well for large groups.

- Rich and detailed responses.
- Helps explore complex issues.
- Provides context and understanding behind data in numbers.

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DESIGN YOUR SURVEY QUESTIONS

Develop clear and concise questions that align with your objectives. Use a mix of question types for variety and depth but keep the survey manageable in length.

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CREATE AN ENGAGING SURVEY FLOW

Start with introductory questions, then move to complex ones. Use skip logic to tailor the survey so respondents see only relevant questions based on their answers.



PRE-TEST YOUR SURVEY

6 Test the survey on a small sample of participants to identify any issues with clarity, wording, or flow. Adjust as needed based on the feedback received.

CHOOSE A SURVEY PLATFORM

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Select a **reliable online survey platform** that offers features like customisation, data analysis, and secure data storage. Popular options include [SurveyMonkey](#), [Google Forms](#), or [Typeform](#)



DISTRIBUTE YOUR SURVEY

Distribute the survey via your website, social media, newsletters, and partner networks. **Use personalised invitations to boost response rates**, and collaborate with medical societies to reach healthcare professionals when relevant.

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MONITOR AND ANALYSE RESPONSES

Regularly check survey responses to monitor participation. Once data collection is complete, analyse the results using appropriate tools or software.

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INTERPRET AND SHARE FINDINGS

Interpret the survey results in the context of your objectives by examining the survey data to identify patterns, trends, and correlations.

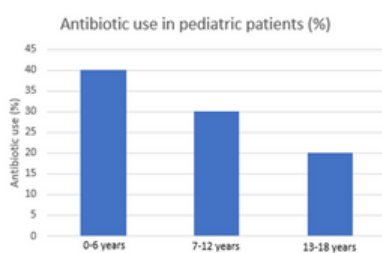
Utilise data visualisation tools or software, such as Excel, [Tableau](#), or online survey platforms with built-in visualisation features to create visual representations like graphs or charts to present key findings.



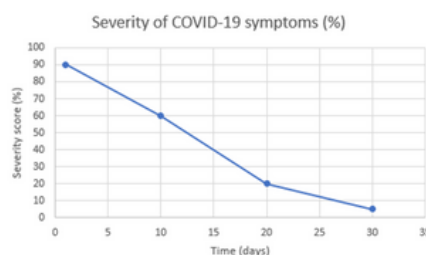
Share the insights with stakeholders, members, medical society you collaborate with, and us.

TIPS

- Keep survey **questions clear and unbiased**.
- **Balance the length** of the survey **with the depth** of data needed.
- Use **simple language**, omit abbreviations, and avoid jargon.
- Choose **appropriate visual formats to represent different types of data**. For example, bar charts and pie charts work well for displaying categorical data and percentages, while line graphs are suitable for showing trends over time.



BAR CHART



LINE GRAPH

Example:

- [IPOPI Covid-19 Survey](#)

Other Resources:

- [SurveyMonkey's guide](#) to creating effective surveys.