The Importance of Respondent and Data Quality in Healthcare Market Research

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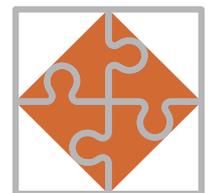
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Why Quality Matters More Than Ever

In the complex and highly regulated world of healthcare, the decisions made by organisations—from pharmaceutical companies to healthcare providers—carry significant consequences. These decisions increasingly rely on insights derived from market research, making the quality of both respondents and the data they provide absolutely critical. High-quality respondents—those who are engaged, qualified, and representative—are the foundation of reliable research outcomes. This is especially true in life sciences, where harder-to-reach HCP populations are becoming increasingly central to research objectives.

Without careful recruitment and validation, even the most sophisticated methodologies cannot compensate for flawed or biased inputs. At the same time, the industry is grappling with respondent fatigue, especially among healthcare professionals who are often invited to take part in lengthy and complex surveys. The challenge intensifies in rare disease and oncology research, where sample sizes are inherently limited and the margin for error is small. While AI introduces new efficiencies in data collection, and fraud detection, it also brings risks—such as synthetic or manipulated responses. In this environment, ensuring respondent and data quality is fundamental.
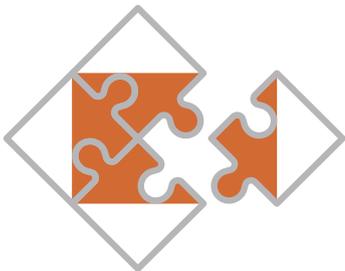
At Instar, We Don't Just Acknowledge the Problem — We Solve It

Instar's approach is built to safeguard data quality at every stage, so the insights you deliver are grounded in real, relevant, and high-quality HCP engagement. So, what is Instar doing about it?

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1. LiMA:
The Gold Standard in HCP Verification

Leaders in Medicine Atlas (LiMA) is Instar's proprietary, fully verified global HCP directory.

◆ 6.3M+ active and engaged members across 44 countries and 77 specialties

◆ Sourced and engaged through educational and information platforms from our parent company, P\S\L Group

◆ Multi-factor verification: medical licences, NPI/GMC numbers, CPD certificates, email and IP address checks, workplace validation, and KYC

◆ Continuously updated, data-rich profiles tailored to specialty, experience, and engagement behaviour

> **"**
> **Data integrity is at the heart of all our insights programmes. Working in rare disease, we need quality data from true clinicians.**
> **"**
>
> **Head of Business Insights and Analytics, *US***

WHY IT MATTERS
Only real, verified HCPs are invited to participate—not bots, impersonators, or repeat respondents.

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2. Multi-Channel, Precision Targeting

Instar provides targeted, representative reach through P\S\L Group's ecosystem:

- ◆ Direct, secure email outreach exclusive to verified HCPs

- ◆ Embedded invitations within leading medical education and industry platforms

- ◆ Access through Dougall GPT – P\S\L's clinician-first large language model

- ◆ Targeted entry into selected third-party platforms

> " If I haven't got data from a supplier I trust, I'm fearful of the investment decisions and recommendations my team is making to our commercial teams. Data quality is not to be taken for granted. "
>
> **Head of Market Research,** *EU*

WHY IT MATTERS
Reach the right HCPs with less noise, better data and using multiple different platforms that work for them.

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3. Intelligent Quality Control: AI-Driven, Human-Validated

Instar employs a multi-layered quality assurance system that combines technology and expert review.

REAL-TIME FRAUD DETECTION

- Bot prevention

- Digital fingerprinting to block duplicates

- Behavioural tracking (cursor movement, keystrokes, engagement time)
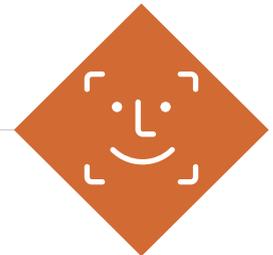
VERBATIM AND LANGUAGE QUALITY

- AI flags gibberish, AI-generated, or low-effort responses

- Human QA ensures clarity, relevance, and uniqueness

BEHAVIOURAL INTEGRITY SCREENING

- Flags for speeding, straight-lining, repetitive content

- Language inconsistency and copy/paste detection

HUMAN OVERSIGHT

- All flagged responses reviewed by QA specialists

- Ensures real HCPs aren't wrongly excluded

WHY IT MATTERS
You get authentic, thoughtful responses—not just data, but real clinical insight and all under one roof.

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Why Instar?

**Because Quality Isn't Optional —
It's at the heart of everything we do**

When respondent quality is compromised, so is decision-making. Instar combines LiMA's verified HCP access, precision targeting, and robust quality control to deliver data you can trust—insight that drives action.

Let's Talk About Real Insight

Want to learn more about Instar's approach to sourcing better respondents and data quality that will be trusted by your stakeholders?

Contact Us:

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Follow us on LinkedIn here

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