

# Heart Attack Patients

## INTRODUCTION

An InnovateMR partner conducted a study in the United States targeting heart attack patients on specific treatment protocols. It focused on individuals experiencing heart disease, high cholesterol, or heart attacks.

## RESULTS

This client required N = Best Efforts heart attack patients in the United States who experience heart disease, high cholesterol, or heart attacks. The InnovateMR team delivered with N = 10 high-quality completes in just 3 weeks.

## PROJECT SPECS

Audience Target and Quotas Delivered	N = 10 heart attack patients in the US
In Field Incidence Rate (IR)	2%
In Field Length of Interview (LOI)	34 min
Field Time	3 weeks

## ABOUT INNOVATEMR

InnovateMR is a full-service sampling and ResTech company that delivers faster, quality insights from business and consumer audiences utilizing cutting-edge technologies to support agile research. As industry pioneers, InnovateMR provides world-class end-to-end survey programming, targeted international sampling, qualitative and quantitative insights, and customized consultation services to support informed, data-driven strategies, and identify growth opportunities. Known for their celebrated status in customer service and results, InnovateMR combines boutique-level service with extensive global reach to achieve partner success.