



## **GERMAN DIABETIC NURSE EDUCATORS**

When EMI was approached with this project hoping to reach diabetic nurse educators in Germany, we thought “piece of cake!” After all, we’ve completed multiple studies like this in the US before and our sample capabilities in Germany are some of the strongest in the global network. Then we were faced with the biggest blow for this study. The title “diabetic nurse educator” doesn’t exist in Germany.

This is where the 10 years of experience in the online research industry came to EMI’s favor. EMI called upon sample managers of its native healthcare panels to ask for recommendations for targeting on this project. That’s one of the key differences with EMI and other sample suppliers. While clients and other panels constantly receive calls from panels looking to partner, EMI is proactively calling panels and digging under rocks for the true experts in panel targeting.

### **End Results:**

- EMI delivered 100 completed surveys of the German equivalent of a diabetic nurse educator
- EMI completed all quotas such as patients seen per week and type of glucose meters they recommend in less than 2 weeks