

Morpace

CREATIVE MINDS, INTELLIGENT SOLUTIONS

Company: Morpace

Industry: Market Research & Consulting

HQ: Farmington Hills, MI

Helping a client manage complex market research projects is nothing new to Morpace Inc., a Honomichi Top 50 consulting firm that conducts research around the world. But when a large US health benefits organization expressed interest in building an online consumer panel, the challenge of dealing with Protected Health Information (PHI) introduced a whole new level of complexity. Partnering with Vision Critical, Morpace built a custom panel that delivers on the client's market research needs while maintaining the strict confidentiality and security required by law.



Creative Minds. Intelligent Solutions.



THE CHALLENGE

When it comes to personal health, getting Americans to talk about their needs and motivations is a monumental task. Not only is the subject matter intensely private — if not taboo — the US federal government has enacted strict legislation designed to protect individuals' health information wherever it may appear. Get caught leaking such information, and you're facing hefty fines and significant negative publicity, not to mention hard costs. The Ponemon Institute, a leading think tank on information security, estimated that the average cost of a data breach in the US is a staggering \$7.2 million¹.

Faced with this knowledge, a major health benefits organization placed tremendous emphasis on security when it decided to create an online panel of its clients in order to learn more about their health care needs. Its panel would have to be engaging and informative for its clients, enabling a range of cost-effective market research projects, but it would also have to assure panelist that their personal information is well protected. "We needed to go beyond meeting CASRO standards for protecting respondent confidentiality and adhere to strict regulations surrounding PHI," states Dania Rich-Spencer, Vice President at Morpace, the solution provider.



THE SOLUTION: AN ONLINE COMMUNITY PANEL

Morpace turned to Vision Critical technology to build and manage its client's panel. There were three main reasons for choosing Vision Critical: first, its Sparq platform is the industry's most adopted proprietary panel platform with more than 500 panels under management worldwide; second, its proven data security architecture provided crucial peace of mind in knowing that PHI of the panelists was not going to be breached; and finally, Vision Critical's partner program fit well with Morpace's philosophy and business direction.



The decision to go with Vision Critical was about more than just their technology—it was about their commitment to our goals, their willingness to collaborate and their ongoing partnership,” Dania adds.

The panel was launched in 2010 and currently has 900 members. Today, Morpace manages the day-to-day needs of its client, building and deploying surveys, recruiting panelists and maintaining overall panel health to ensure consistent and representative participation in its client's research projects.

THE RESULT

Based on operation to date, Morpace figures it can run 17% more research projects with the Vision Critical panel technology in place, with only a 7% increase in total research costs. Not only is research volume increased at greater cost efficiencies, but the market research team is able to recruit and engage respondents at a fraction of the cost of traditional research means. That is a compelling return on investment, one that helps its client maintain its emphasis on market research and deliver productively toward the organization's overall consumer experience goals and objectives. PHI is well protected thanks to Vision Critical's secure infrastructure, helping Morpace and the client to sleep at night.

About Morpace

Morpace is a Honomichl Top 50 market research and consulting firm that helps clients large and small get the information they need to make strategic decisions. Founded in 1941, Morpace is headquartered in Farmington Hills, Mich., with offices in Irvine, California and London, England. Morpace conducts research throughout Asia, Europe, the Middle East, North and South America and provides a strong international presence in multi-cultural and multi-lingual qualitative and quantitative research.

About Sparq

Sparq is the market research industry's most adopted platform for managing online communities and panels, with more than 450 installations around the world. Sparq's broad capabilities, easy to use interface and engaging panelist experience tools enable organizations of any size to connect with their customers quickly, creatively and meaningfully.

About Vision Critical®

Vision Critical is a global research and technology firm that creates software and services solutions for over 600 clients, including one third of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

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1. <http://www.ponemon.org/blog/post/cost-of-a-data-breach-climbs-higher>. The cost of a breach is calculated by adding the direct costs for data recovery, notification requirements, legal defense and loss of business.