



**Wes Michael**

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# ESOMAR

**Fraud Fighters: How one company fought back and the lessons learned**

# Have you ever experienced fraud in your sample?

- Which would hemophilia nurses be using?



# Refielding a survey with multiple sclerosis patients



# Fraud is a real problem in survey research

A person wearing a dark hoodie is sitting at a desk, looking at a laptop. The scene is dimly lit with a blueish tint, suggesting a clandestine or digital environment. The person's face is obscured by the hood and shadows.

- 38% of data discarded due to quality and fraud – Kantar

# About Rare Patient Voice and Wes Michael

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- ❖ **Wes Michael** founded Rare Patient Voice in 2013 to empower patients and family caregivers to share their voices through participation in research studies. The RPV community has since grown to 145,000+ across 1,500+ diseases.
- ❖ The company has rewarded patients and family caregivers over \$13 million for taking part in research. Many have been recruited at in-person patient events and through a referral program with patient advocacy and support groups.
- ❖ RPV now covers non-rare as well as rare diseases in the U.S., Canada, U.K., France, Germany, Italy, Spain, Australia, and New Zealand.

# Meet the parents



**Begin with clean sample, or clean dirty sample?**



**Know your source!**





**What is the source of the respondents?**



# What is a legitimate source for your target respondents?



**Real people talk to other real people**



# Battling the forces of evil



**You can learn a lot by phoning**



**Would you interview a job candidate without any vetting?**



**Real people can be recontacted**



# Payment to a physical address





# Qualitative research isn't as vulnerable to fraud



End Meeting

# Are there other ways to validate your respondents?

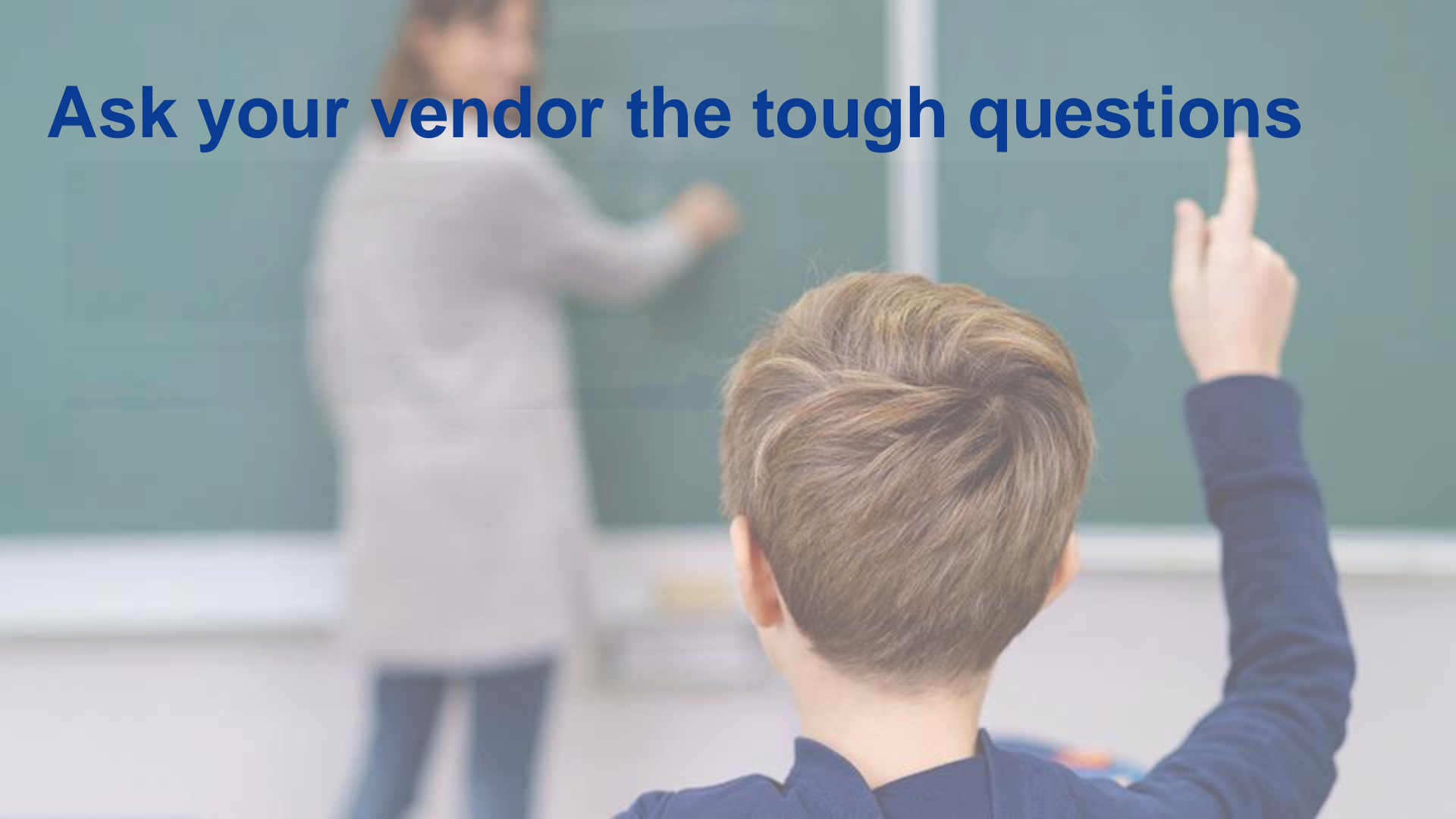
The screenshot displays the MyChart patient portal interface. At the top, the MyChart logo is visible, along with a user profile icon and a 'Log Out' button. The main content area is divided into several sections:

- Upcoming Office Visit:** A notification for an appointment on October 30th at 12:30 PM CT at the Verona Cardiology Clinic with Dr. Dominic Bradley, MD. It includes a 'Check In' button and a 'View Details' link.
- Questionnaire Help:** A message from Dr. Anna Lopez, M.D. regarding a questionnaire, with a 'View Message' button and a 'View All' link.
- Outstanding Balance:** A notification that the user owes \$240.00 to Wisconsin Health Care Guarantor #10016, with a 'Pay Now' button and a 'View Details' link.
- New Letter:** A notification of a new letter received on Thursday, October 24, 2019 from Dr. Drew Walker, with a 'View Letter' button.
- Explore More:** A carousel of service tiles, including 'Price Transparency' (with a 'Get an Estimate' button) and 'Plan / Learn about your c'.
- Your Care Team and Recent Providers:** A list of healthcare providers with their names, titles, and specialties, each accompanied by a profile picture and icons for scheduling and messaging. Providers listed include Anna Lopez, MD (Primary Care Provider, Family Practice), Scott J. Williams, PT (Physical Therapist, Sports Medicine), Diana Dempsey, CN (Physician Assistant, Internal Medicine), and Dominic Bradley, MD (Cardiologist, Preventive Cardiology). A 'See Details of providers #' link is provided at the bottom.
- Linked Accounts:** A section titled 'Other places where you have health information' showing three linked accounts: Meadow Oaks Medical Center, Northern Park Neighborhood Clinic, and Riverbend Valley Health. A 'See Details of linked accounts #' link is provided at the bottom.

# Are you selecting respondents, or are respondents selecting you?



**Ask your vendor the tough questions**



# Fight Fraud

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- **Due diligence with your research and sample providers**
- **Where do they get their sample?**
- **What steps do they use to make sure they are real?**
- **Do they prevent them from entering, or only attempt to clean them out afterwards?**



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Helping Patients and Caregivers Share Their Voices