

Standard Operating Procedure

ARP GLOBAL PANEL OF HEALTHCARE EXPERTS

Title: Global Panel Recruitment and Project Management

Date of Issue:

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1. Purpose

To outline the procedures for recruitment and project management within the Global Panel Team, ensuring effective engagement with healthcare professionals and successful project execution.

2. Scope

This SOP applies to all team members involved in the recruitment and management of the global healthcare panel at ARP.

3. Meeting the Target

- Targets will vary across different projects. It is essential for you to perform at your best, identify any challenges encountered, and take ownership of your responsibilities. This approach will enhance your productivity and help you complete your three-month probation period as swiftly as possible.
- Should you face any difficulties, consult with the assigned leader to strategize and improve productivity.
- Be open to trying and implementing suggestions provided.
- Upon the commencement of a project, prioritize both recruitment and project results, alongside effective time management.
- Share your own best practices and experiences that have been successful in your recruitment efforts.

4. Recruitment Process:

Targeting Specialties and Countries:

- **Specialties:**
 - *Cardiologist*
 - *Dentist*
 - *Dermatologist*
 - *General Surgeon*
 - *General Physician*
 - *Gynaecologist*

- *Internal Medicine*
 - *Interventional Cardiologist*
 - *Interventional Radiologist*
 - *Nurse*
 - *Pharmacist*
 - *Diabetologist*
 - *Lab Manager*
 - *Lab Technician*
 - *Oncologist*
 - *Paediatrician*
 - *Radiologist*
- **Countries:**
 - *Australia*
 - *China*
 - *France*
 - ***Germany***
 - *Hong Kong*
 - *Indonesia*
 - *Italy*
 - ***Japan***
 - ***South Korea***
 - *Malaysia*
 - *Singapore*
 - *Taiwan*
 - *Thailand*
 - *United Kingdom*
 - *United States*

Setting Up Your LinkedIn Account:

- Use the ARP cover photo.
- Update your profile with your current designation and role.
- Clearly mention your current project focus, specifically the creation of a global panel of healthcare experts aimed at advancing the healthcare industry.

4.1 Recruitment via LinkedIn:

- **Step 1:** Send connection requests weekly, maximizing the number of requests sent.
- **Step 2:** Upon acceptance, send an initial message using the following template:

Hi [Name], I am reaching out from Asia Research Partners LLP as we are in the process of establishing a community of healthcare experts. Our focus is on healthcare research, and we require insights on a specific medical equipment/medicine/vaccine under review.

Participation is free, and the community is solely for research purposes. Depending on your availability, we may invite you to partake in brief online or phone research sessions, for which you will receive an incentive starting from \$75, paid via PayPal.

To register and be considered for participation in our studies, please fill out the Google form detailing your experience and specialization. Would you like me to share the form with you?

- Follow up a maximum of three times if the message is ignored. If the doctor expresses interest, share the Google form and request it be completed within 24-48 hours for processing their membership certificate.

4.2 Recruitment via Email:

- Use third-party data collection websites as applicable.
- Individuals registering must use a linked account or institutional email; otherwise, recruitment will be deemed invalid.
- **Step 1:** Identify a reliable data source and discuss with the team lead.
- **Step 2:** Add email details to the mail merge sheet and use the following template for outreach:

Hello Dr. {{First Name}},
Warm greetings from Asia Research Partners LLP.

We are reaching out to inform you that Asia Research Partners LLP is establishing a distinguished community of healthcare experts and professionals. Your participation in this initiative would be highly valued, and we cordially invite you to join our global community of healthcare experts.

There are no registration or subscription fees involved.

As a panelist, you will have the opportunity to play a pivotal role in shaping and enhancing the healthcare and medical sectors by sharing your profound insights and expertise through various research studies.

Depending on your availability, we will request you to participate in

our short Online/Phone research, and you will be compensated for your time accordingly. All your responses and insights will be kept confidential and will be used for research purposes only.

As a token of appreciation, you will be presented with a Membership Certificate and an honorarium for joining the community. The amount will be paid via PayPal/ Amazon Vouchers or bank account, at your convenience. The amount will depend on the nature and length of study, with the range beginning from 75 USD which will be paid post-completion of our first community study. The length of the study will be informed about, in advance, when we contact you for participation.

Rest assured, our panel upholds the highest ethical standards. There will be no sales pitches, and all your responses will be kept confidential and used solely for research purposes.

Asia Research Partners specializes in pharmaceutical, healthcare, and advisory research, bringing clarity to the market forces, trends, and impacts of physician and consumer information technology usage.

We also offer a wide range of market research services to pharmaceutical, biotech, medical device, diagnostics, and global medical research firms. Offering a wide range of qualitative and quantitative research services, customizing each report according to specific client and project objectives. It is one of the most recognized and fastest-growing research companies in the healthcare industry for its ability to provide its clients with actionable information. The firm's deliverables are recognized not only for their data collection, analytical and reporting rigor, but also for their presentation-ready formats.

Your participation helps us understand the various experiences doctors have regarding the equipment/medicine/vaccine under scrutiny, providing your insights will enable us to bring any necessary changes within the industry of healthcare.

To register, copy and paste the following Link into your browser:

https://docs.google.com/forms/d/e/1FAIpQLSeCR_3ES6GiOauHIqS2mOWPxYKdYlkKuoI3Q9DAadIdxWOFJA/viewform?usp=sf_link

Thank you for considering this invitation. We look forward to welcoming you to our esteemed panel.

4.3 Combination of LinkedIn and Email Approach:

- Every LinkedIn connection, regardless of whether they have engaged with your message, should receive an email for empanelment. No connection should be left without both a message and an email.
- These email id's can and should be obtained through the "contact details" of a person once they've accepted your connection request.

5. Follow-Up Process:

- Follow up on ignored LinkedIn messages at least three times with the following statements:
 - "I am looking forward to you joining our community."
 - "It would be an honor to have you as a member of our panel!"
 - "Hi, I'm awaiting your response regarding the shared form for confirming your enrollment."
 - "It would be fantastic to have you with us!"
- Follow up on recruitment emails within 8-10 days using this template:

Hi Dr Fahad,

This is a follow up mail, Are there any queries that I could take up?

We would be honoured to have you as a member of our global panel of healthcare experts.

Below is the link again, for you to enroll with.

https://docs.google.com/forms/d/e/1FAIpQLSeCR_3ES6GiOauHIqS2mOWPxYKdYlkKuoI3Q9DAadIdxWOFJA/viewform?usp=sf_link

Looking forward to having you as a panel member and learning from you!

6. Verification of Recruitments:

- Each panelist must confirm that they have completed the Google form. If no acknowledgment is received on LinkedIn, follow up via email using the template below:

Hi Dr. Fahad!

This mail is with regards to your enrollment as a panel member in our global community of healthcare experts.

We are delighted to have you on-board, and feel privileged to have your expertise to assist us in our future research studies.

Since we are legally compliant to ask for your consent before reaching out to you in order to seek your participation in a study, as and when we conduct one, Kindly acknowledge this mail while providing your most comfortable platform for contact, be it via Mail, Mobile, Whatsapp or LinkedIn.

We thank you for your trust in us!

-Acknowledgment on LinkedIn:

- The individual must have provided acknowledgment via LinkedIn.

-Email Verification:

- Panelists must respond to our outreach using their institutional or domain email address.
- If acknowledgment is provided through email, it must align with the email address extracted from their LinkedIn profile.

-Consistency of Email Address:

- If a panelist was recruited via email using their LinkedIn details but registered with a different email address, it is crucial to verify this discrepancy.
- For verification, use the following message template:

Hi Dr. [Last Name],

We have received your registration form for the global panel of healthcare experts. Could you please confirm whether this email address [xyz@example.com] belongs to you?

Thank you for your assistance!

7. Membership Certificates:

- Once the panelists have been verified, you will receive a comprehensive sheet detailing the total number and information of the respondents.

- Membership certificates can be edited using [Smallpdf](#) by uploading the relevant PDF document.
- You will receive a formal email containing all the necessary details for this process.
- After editing the certificates, they should be sent from the designated helpdesk email for the global panel.
- Ensure that all certificates are properly documented and subsequently uploaded to the Google Drive sheet for tracking.
- Once the membership certificate has been made and sent, please notify the panellists by sending the following message via LinkedIn:

Hi Dr Mitchell,

This is to notify you that your membership certificate for joining the Global Healthcare Panel of Asia Research Partners has been shared with you via email. It's an honour to have you on-board moreover, we will be happy to have you mention us on your linkedin profile sharing the provided certificate. Please feel free to follow and tag us!

here is the linkedin page for your access.

<https://www.linkedin.com/company/asia-research-partners/>

8. Project Flow:

- Information regarding target respondents will be provided.
- A detailed email will be shared outlining the objective, length of interview(LOI), and target respondents for each project.
- Engage in a discussion to plan and assign targets effectively.
- If a Google form is required, take responsibility for its creation in consultation with the team lead.
- Draft LinkedIn messages for target respondents after they accept your connection request.

8.1 Message Flow:

- First message: "Hi [Name], How are you? I hope you are well."
- Provide a brief overview of the research:
"At Asia Research Partners, we are conducting a study on dental equipment supply. Participation requires filling out a brief survey, for which you will receive a \$30 incentive via PayPal."
- Conclude with: *"Please let me know if you would like to discuss this further. I look forward to your response!"*
- Maintain constant communication with the team leader.

- Once responses collected are validated, collect the PayPal id of the respondents. You will be notified when the incentive has been processed after which you will have to get a confirmation for the same.
- When sending project details, be mindful of varying terminology across countries regarding specialties. These may be called different names in different regions.

9. Maintenance of Productivity Sheets:

9.1 Productivity Tracking:

- A productivity sheet format will be provided. Ensure access is given to the appropriate person in charge. Log daily activities, including:
 - Number of LinkedIn connection requests sent
 - Total LinkedIn messages sent
 - Number of responses received per project and recruitment figures
 - Any additional tasks completed, such as creating Google forms or issuing certificates

9.2 International Panel Sheet:

- A separate sheet will be shared for logging:
 - Secondary data collected
 - Total recruitment details
 - Email details, including dates sent and follow-up dates

9.3 Daily Updates:

- Share your productivity summary at the end of each day in the WhatsApp group for ARP Global Healthcare Panel Experts.
- Provide a weekly update every Monday via email to the person in charge.

Important: Ensure that your daily productivity sheets are maintained diligently, as they will be subject to review at any time and are crucial for your evaluation during the transition to permanent employment after your probation period.

