

A CASE STUDY

# Executing a Double-Blind Survey of Substance Use Disorder Providers

*Understanding Types of Substance Use Disorder Facilities*

## CHALLENGE

A large consulting firm needed to provide a client with insight into numerous specific substance use disorder providers. It wanted to reach a representative sample of professionals from this industry through a double-blind program to understand what differentiates certain providers.

## THE GLG APPROACH

GLG designed and fielded a survey that specifically targeted senior professionals at substance use disorder providers. The survey was designed to provide visibility into the client's target population while remaining within its research budget.

The team reached 84 professionals from a range of providers in the industry.

## OUTCOME

The survey delivered 84 respondents. The consulting firm presented the insights gleaned from the survey to its client to inform the client's understanding of the types of facilities operating in the substance use disorder provider space.

## FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

**GLG tailored a broad population of substance use disorder facility executives and executed a survey that met a consulting firm's specific needs.**

## Why GLG?

### Dedicated Client Support

GLG representatives are individually assigned to each project so the client received round-the-clock support.

### Extensive Expert Panel

GLG's broad expert panel allowed the client to target the right audience to get the insight it needed.

### Project Breadth

1 survey of 84 respondents

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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