

## **The Brief**

Our client, Involve, had been asked to support a research programme being carried out across Europe by a leading medical company on improving the quality of patient care for sufferers of Chronic Obstructive Pulmonary Disease (COPD).

## **Requirement**

The challenge for them was to find one partner to support them throughout their programme to be rolled out across the UK and Europe. There were several specific requirements, including foreign language fluency, the playing age of actors and the ability to accurately portray the characteristics of COPD patients.

## **Solution**

RoleplayUK became the ideal partner of choice on this project. We were able to resource and cast the right actors from our extensive database. The selection process was driven by very specific character profiles requested by the end client and it was crucial that actors were fluent in the languages required for this research. The actors were initially interviewed over the telephone and then invited along to a face to face audition. They were language tested by the client, to ensure that they met the language fluency criteria laid down. All the actors selected needed a minimum of 70% language fluency score in order to be considered. Training was then held in the UK, to save the client from scheduling 5 different training days and to help keep costs down. The actors were then flown out to each country as required.

A contingency plan was put into place to allow for any last minute changes and full emergency out of hours support was provided by RoleplayUK throughout the rollout.

## **Impact and Result**

A total of 160 primary care physicians interviewed each patient case across a total of 5 countries. The interviews were all recorded and will now be used for research. The overriding results of these will have a profound impact on the future of the quality of care and patient engagement in treatment decisions.