

ABOUT MDR

With over 20 years of experience, MDR specializes in data-driven insights for public policy, including 10+ years of PRAMS data collection and implementation. We focus on technically robust data collection and analysis to ensure our results are accurate and our clients get more insights from the data we collect.

PRAMS EXPERIENCE

MDR currently conducts PRAMS in six states, beginning in 2013 with the Massachusetts Department of Public Health Bureau of Family Health and Nutrition. Today, we serve as mail and phone partners and have completed more than 6,000 PRAMS telephone surveys.

We have a dedicated team of 14 PRAMS staff, including three PIDS data managers, who assist our clients with all aspects of PRAMS, including implementation, PIDS configuration and testing, training, paper survey processing, project management, and bilingual interviewing.

We value the relationships we develop with our state partners. This includes working together on transitions and changes in the procedures and protocols that led to innovative solutions and suggestions for ways to improve data collection processes.

DATA COLLECTION CAPABILITIES

- Highly Experienced PRAMS Telephone Interviewers
- Bilingual Interviewing in Spanish
- Paper/ Mail Survey Development, Data Collection, and Processing
- Online Survey Testing and Implementation

FOR MORE INFORMATION



Adam Johnson
Research Manager /
PRAMS Lead

ajohnson@marketdecisions.com



Cecilia Lino
Data Collection Associate /
Spanish Data Collection Lead

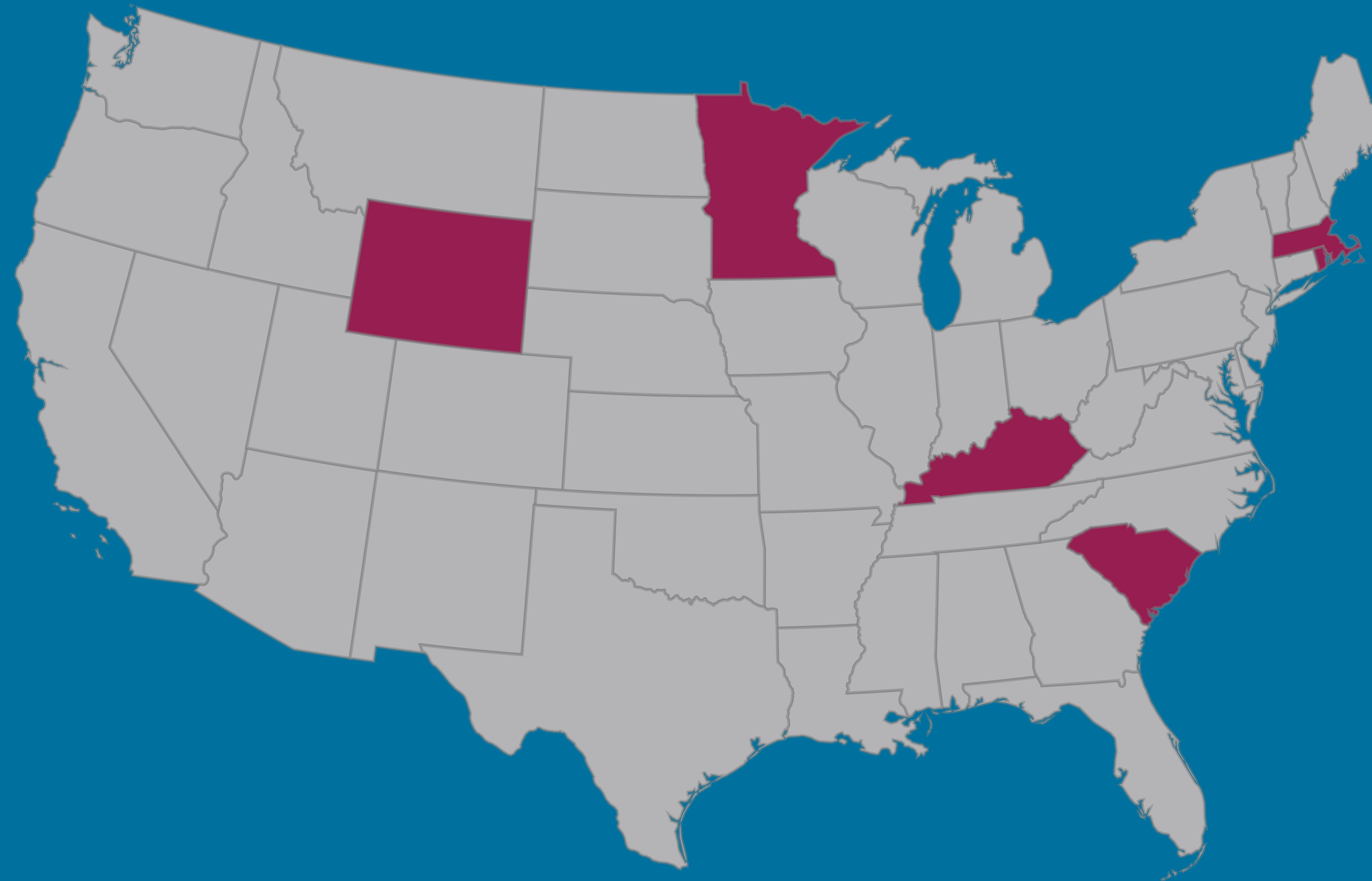
clino@marketdecisions.com

A Successful PRAMS Data Collection Partnership

Surveillance Year 2022 Response Rates

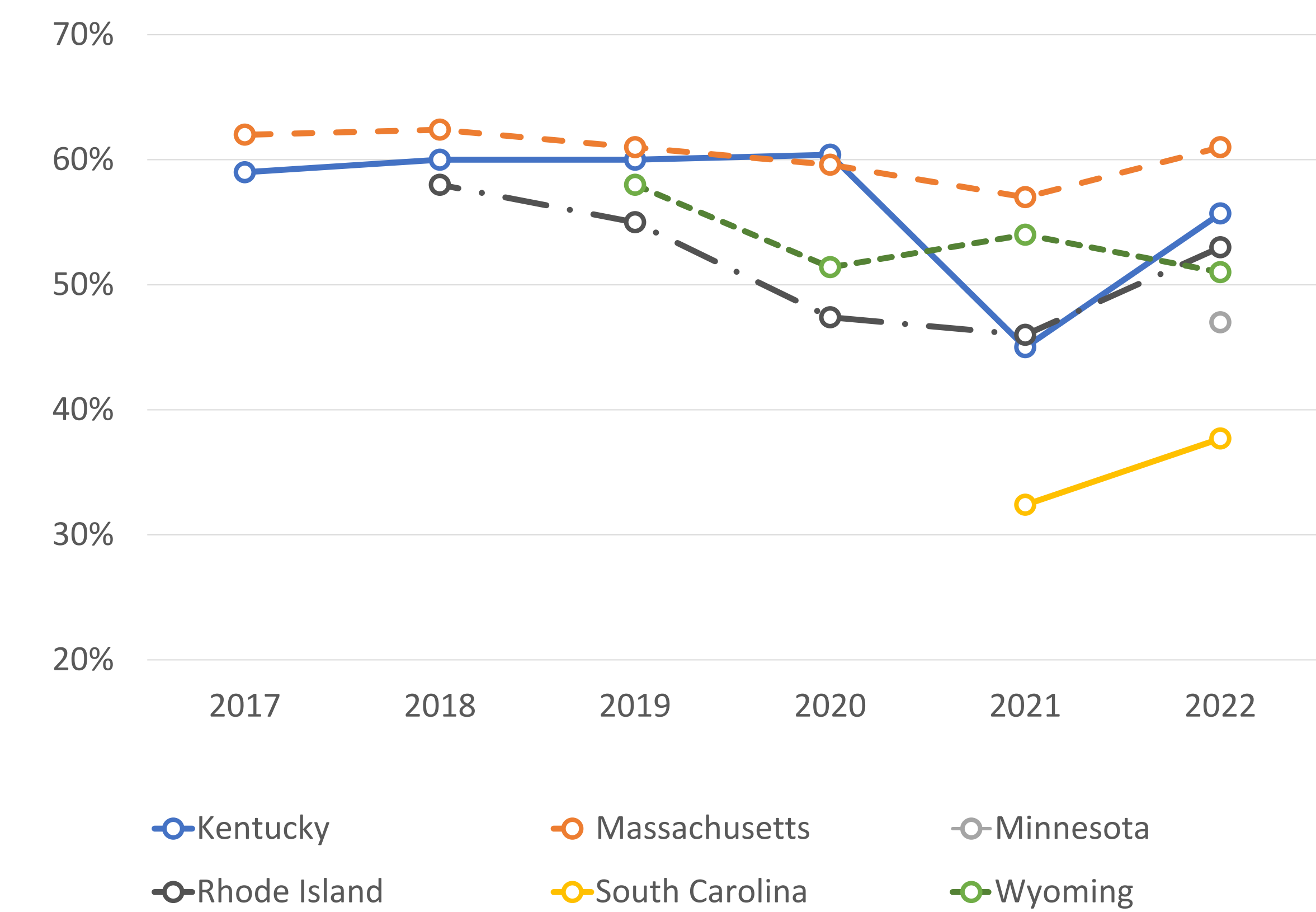
State	Kentucky	Massachusetts	Minnesota	Rhode Island	South Carolina	Wyoming
MDR Role	Mail / Phone	Phone Only	Phone Only	Phone Only	Mail / Phone	Phone Only
Sample Size	1556	2630	1516	1498	1286	928
Respondents	762	1513	553	774	482	446
Mail Respondents	479	1053	402	474	144	168
Mail RR (%)	31%	40%	27%	32%	11%	18%
Web Respondents	0	0	0	0	134	132
Web RR(%)	0%	0%	0%	0%	10%	14%
Phone Respondents	283	460	151	290	204	146
Phone RR (%)	18%	17%	10%	19%	16%	16%
Total Unweighted RR	49%	58%	36%	52%	37%	48%
Total Weighted RR	56%	61%	47%	53%	38%	51%

Our PRAMS Experience



To learn more about us /
Para aprender más sobre
nosotras

RESPONSE RATES BY YEAR



SURVEY AND METHODOLOGICAL DESIGN

MDR's research staff includes a team of survey methodologists, sampling experts, research managers, analysts, and assistants working collaboratively to produce Better Data, Insights, and Better Outcomes for our clients. With expertise in:

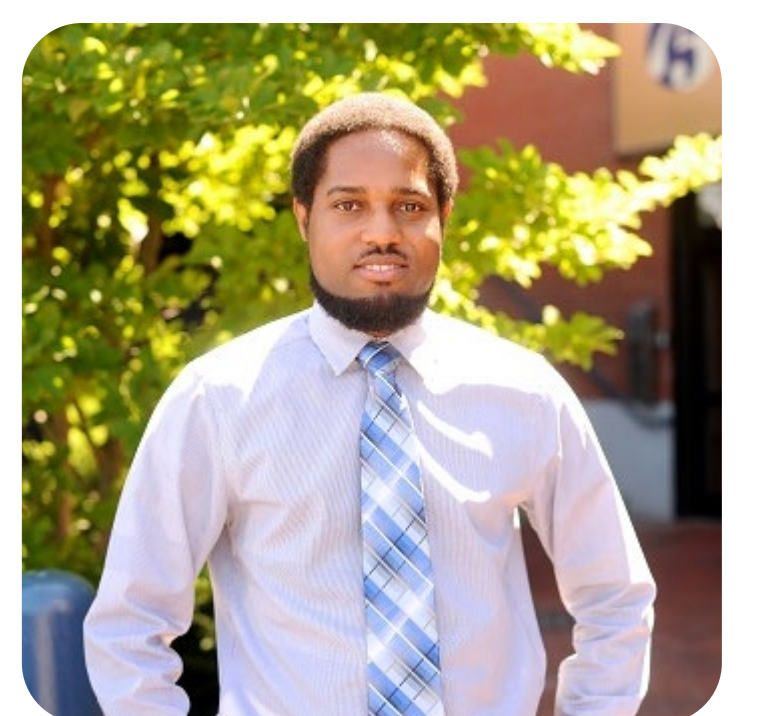
- Survey Design
- Complex Sampling
- Survey Testing and Cognitive Testing
- Multimode Data Collection
- Focus Groups and Qualitative Interviews



Brian Robertson, PhD
Vice President, Research

STATISTICAL ANALYSIS AND DATA VISUALIZATION

- Data verifications and data quality assurance
- Descriptive analysis and crosstabulations
- Complex weighting and propensity modeling
- Statistical/ multivariate modeling
- AI modeling
- GIS mapping
- Customized Reporting
- Data dashboards
- Infographics



John Charles, MS
Research Director, Data Quality
and Analytics