

# M3 GLOBAL RESEARCH **GUIDELINES**

## PATIENTS



### Conducting Healthcare Research with Patients, the M3 Global Research Way

The study of medical conditions is an active part of the healthcare market research community. M3 Global Research takes a patient-first approach to research by following these nine guidelines. When you partner with M3, you'll learn how to make an impact with your research findings, solve business issues, and ultimately have the patients' voices heard.

**1. Be respectful of the patient's time**

For the best results on patient engagement, we recommend keeping interviews to a reasonable length of time.

**2. Be mindful of disease limitations, choose the right methodology**

Depending on the therapeutic area of research, conducting an ethnographic interview or a telephone interview might be more suitable for a patient than traveling to a studio facility.

**3. Allow enough time for recruitment**

Depending on the condition, the number of respondents, and the methodology, some projects might require more time than others. Rare conditions for qualitative research are likely to require four weeks in the field in the US market and over six weeks in OUS markets.

**4. Be flexible**

Book backup interviews and budget accordingly as the participant may not feel well or their schedule could be impacted by treatment.

**5. Be clear about quotas**

Select the most important screening criteria and quotas that are necessary. Understand how the data will skew if certain demographics or locations tie into the therapy area and how it will impact the research.

**6. Acknowledge the importance of participating**

Research can initiate better care, increase patient engagement, and help the healthcare community understand how patients respond to diseases and treatments.

**7. Remember that research participants are people, too**

People do not consider themselves to be a 'patient' unless they are in the hospital or at their doctor's office. Therefore, we suggest not using the term patient when communicating directly with a research participant.

**8. See the respondent beyond "a complete"**

The patient voice is a valuable one within healthcare market research, and often these participants are sharing their private—many times very sensitive—experience. Be trustworthy, show empathy, and have patience.

**9. Cultivate a rewarding research experience**

Spend a few minutes with the respondent, ask how their day is going, how they are feeling, sympathize with them, listen to their stories. Thank them!

Contact us at [research@usa.m3.com](mailto:research@usa.m3.com) to start a new patient project.