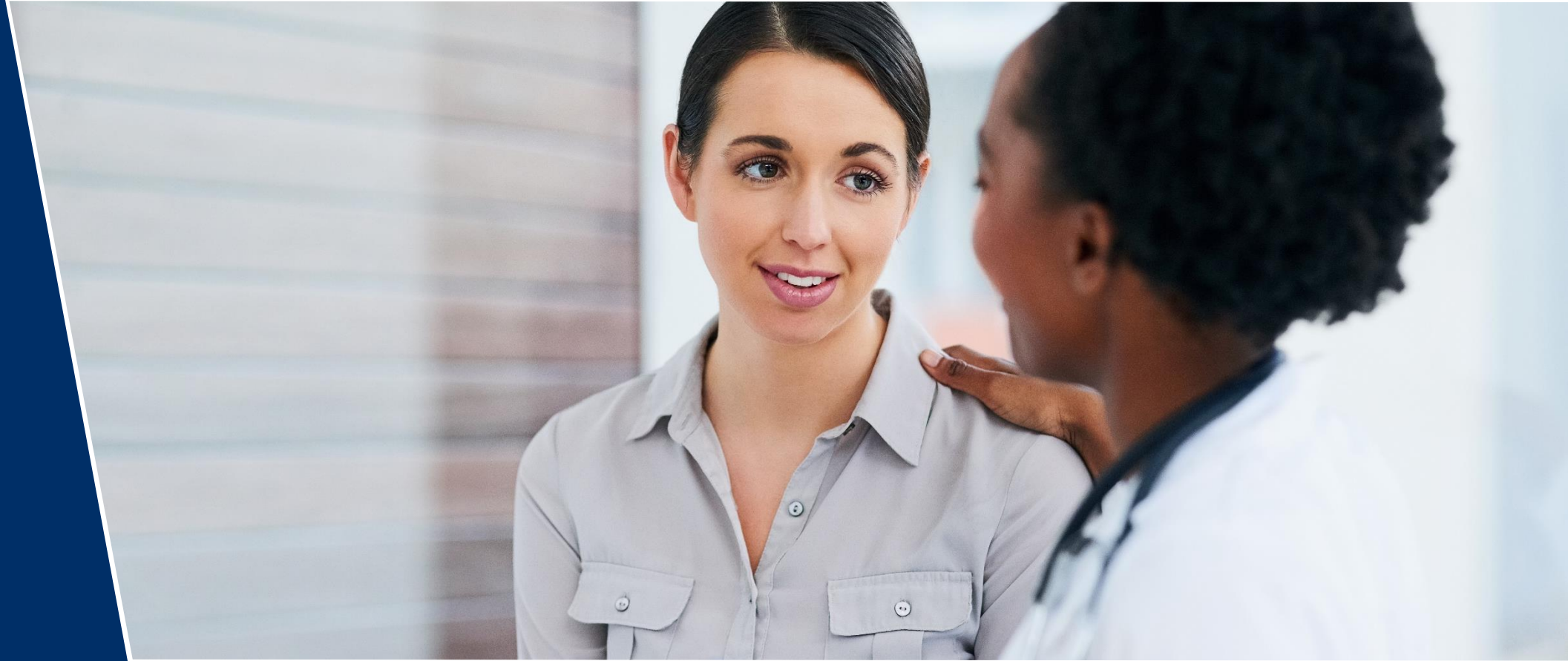




M3 GLOBAL RESEARCH

Qualitative | Quantitative | Global Studios



## Patients:

A New Perspective Within Healthcare Market Research

# Speakers



**Brooke Allen-Watson, PRC**  
*Director of Qualitative Research*



**Jackie Prinder**  
*Associate Vice President,  
Patient Solutions*



**Camila Chiodi**  
*Patient Panel Manager*

# | Agenda

- Patient First Approach
- Key Elements to Invitation Design and Recruitment Sensitivity
- Support Group Process and Partnerships
- Cultivating a Rewarding Research Experience



# | Patient First Approach

- **Length of interview:** Should be concise. Clear objectives to take advantage of time with patient, but also give them a chance to have their voice and perspective heard.
  - Generally, 60 minute or less engagements (Qual) and 30 minutes or less (Quant)
- **Methodologies:** Telephone interviews for lower incidence targets to have a nationwide reach
  - Be cautious of travel or other time requirements
- **Timelines:** 4+ weeks of recruitment time for most patient studies with lower incidence (US) and 6+ weeks (EU / International)
- **Flexibility:** Work around medical appointments, illness, etc.
- **Quotas:** Be mindful of quotas and demographics requested.



# Key Elements to Invitation Design and Recruitment Sensitivity

# Invitation Design

Acknowledge the importance of the patients' participation



Make the invitation stand out as a unique chance for them to share their opinion

Clearly communicate the topic, study purpose, methodology, and steps to take part



Consider the lack of market research experience



Show the benefits of participation

Research participants are people too



Instead of using **patients** or **caregivers**, it's preferable to address people as **individuals, men, women, parents of children aged 8-12**

# Recruitment Sensitivity

See the respondent beyond “a complete”

- Come across as trustworthy, show empathy, have patience

Acknowledge the effort of the respondent

- Appreciate participation throughout recruitment

Understand specific patient challenges to scheduling

- Consider medical consultations and collateral effects of treatment

Screening length

- Time sensitive for recruitment as well as the actual interview





# Support Group Process and Partnerships



# Relationship Building

- Building relationships with support and advocacy groups = big time commitment
- Engage with partners that have:
  - difficult and/or hard to reach patient types
  - patient advocate insight
  - outside of MR space
- M3 Global Research Welcome Packet
  - Background on healthcare market research
  - Company overview
  - Importance of the patient voice and journey
  - Compliance, privacy policy

# | Cost & Engagement

## Local Groups = More Willing to Partner

- Smaller donations
  - Flat donation to post on their website and social media
  - Per referral basis
- When to engage
  - Small to medium sample sizes
  - Extra boost to panel invites
  - Studio projects
  - Local events



# | Cost & Engagement continued...

## National Groups = More Reluctant to Partner

- Larger donations
  - Flat donation to post on website and social media
- When to engage
  - Larger sample sizes
  - Harder to reach audiences
  - Events such as 5k runs, conferences, panel build



# | Timelines

## Relationship Building is Time Consuming

- Groups are hesitant to partner, protecting their patient following
- Negative feedback or experience can impact followers, donations, and relationships
- Quick turnarounds are not ideal



# Cultivating a Rewarding Research Experience

# Cultivating a Rewarding Research Experience



## Key Impact

Listening to the patients; have their voices heard



## Include all sides of the story

Patients, physicians, nurses, decision makers



## Patient Connections

Experiences, hopes, struggles



# Next Webinar

An Alternative Approach to Qualitative Research –  
Combining Technology and Human Connection

7 August 2019 | 10am ET / 3pm BST

Presenters:

Brooke Allen-Watson, Director of Qualitative Research

Laura Haxton-Wilde, Head of EU Qualitative Research



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# THANK YOU

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