



KJT 411 News & Events

Join us **April 13th at 12pm EST** for our next webinar—**Research for Small Markets and Samples: Approaches to Design and Analysis**.

Shifts in models of healthcare delivery from evidence-based approaches to patient-centered approaches have highlighted the need for increased attention on the smaller populations of heterogeneous healthcare markets. Consequently, the number of specialized products being developed is growing and manufacturers' market research needs, from a patient population perspective, are becoming narrower. This webinar will focus on how we can rethink traditional approaches on both ends (design and analysis) in order to meet these challenging objectives while still providing detailed and actionable insights.

[Register](#) today to reserve your seat!

Monthly Insight

Depression or anxiety affects nearly 10% of the world's population. On April 7, the World Health Organization is celebrating **World Health Day**. This year's campaign theme is depression. To learn more, click [here](#).

- Over-recruitment is usually necessary
- Not necessarily cheaper than other methods

This method has applications in market potential, segmentation, forecasting, and the treatment pathway. We can also apply it to the patient experience with mobile patient ethnographies. Next time you want to understand customer behavior and attitudes, consider in-the-moment data collection for richer insights.

- Ty Lantz-Subtelny, Research Associate

Leveraging Mobile Data Collection for Richer Insights

Attitudes drive behavior. So how do we learn what and why something is done? We can try to capture thoughts and feelings using an online survey about a typical situation, but asking a respondent about past behavior is not ideal because emotions wear off, recall fades, and answers are based on rational factors (e.g., clinical facts). By increasing our touchpoints with respondents, we gain in-the-moment clarity on the softer factors of a decision. In this example, we need insight into physicians' treatment decisions so we use a method of continuous mobile data collection.

Following a patient consultation, physicians can record 2-minute voice memos explaining their treatment decision on a smart phone. They can include specific information like brand pre-

scribed and dosing as well as reasoning for their medication choice and a brief synopsis of the conversation with the patient.

Benefits of this method include:

- Robust data – patient records without associated problems (e.g., published data and physician report mismatches)
- Less post-rationalization biasing
- Accounts for variable patient types and highly individualized treatment
- Simple and quick data collection for the respondent

Practical considerations:

- A long data collection period is needed for less common indications

The Most Difficult Job to Hire For

Finding qualified candidates to join any organization is difficult. And while many industries, such as computer software, engineering, and medical professions require qualified and capable candidates, hiring for entry level market research is among the most difficult.

While an increasing number of universities are offering courses in market research, it's still rare to find entry level candidates majoring in the field or with specific market research experience. Often, we seek out high performers from other fields such as economics, political science, sociology, and business that might have knowledge and skills transferable to the market research industry. However, this can make evaluating candidates difficult, as your best prospects may have very limited knowledge of field. In this situation, it is important to assess a candidate's potential to excel, rather than their knowledge or experience with market research.

Market research also requires an incredibly diverse set of skills. These include strong analytic skills, but also a sense for aesthetics so

that data are presented in meaningful and captivating ways. They must have high social intelligence to interact with clients, respondents, and create a positive team environment. And they must have personal drive and work ethic to meet the demands of the day. Add on a passion for client service, attention to detail, time management and perhaps an intimate understanding of the healthcare market, and you have a tall order for any candidate to fill.

Of course, we expect all candidates to have their areas of strength and weakness, but a researcher who is strong in only one or two areas will create void on any team. Therefore candidates need a base level of proficiency in all the areas mentioned.

We find the best way to hire candidates who meet these criteria is to focus interviews on candidates' capacity to learn and excel at different tasks, rather than their current market research skillset. Assessments, such as cognitive ability, data analysis and interpretation, and visual presentation are critical to supplement face-to-face interviews. Ultimately, the

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most successful strategy may be to cast a wide net, be open to candidates from different fields, and be willing to continue the process until a candidate leaves an impression.

- Craig Radley, Research Manager

The Benefits and Drawbacks of Dyadic Interviewing with Patients and Caregivers

When seeking insights of a patient population that may struggle with articulation, comprehension or intellectual/mental disabilities, market researchers may turn to an interviewing approach known as dyadic interviewing. Dyads, in this case, are conducted with the patient and an individual identified as their caregiver in order to explore the interpersonal relationship dynamics as well as gain a better under-

standing of the impact the disease state has on the patient.

Dyads give researchers the opportunity to observe how the two respondents interact and analyze the effect of the relationship on the patient's disease state and quality of life. Interviewing a patient and caregiver simultaneously allows the respondents to work together in order to craft a narrative catered to the research questions. Additionally, discussing the differences in perspectives can allow for important themes to emerge, which could be difficult for the respondents to express and the researchers to compare when interviews are conducted individually.

However, dyadic interviewing is not without its faults. When interviewing two respondents at once, it can be easy for one respondent to dominate the conversation, especially in a patient and caregiver pairing. It is important for

the moderator to ensure both individuals voice their opinion and viewpoint for each of the questions presented, via prompting if necessary. Dyads can be more time-consuming than individual interviews as well, so it is crucial to plan accordingly by placing priority on the most important topics.

- Stephanie Barbato, Research Assistant

In May's Issue:

- Ambulatory Surgery Centers (ASCs)
- Healthcare Reform Update
- Garnering Insights from Online Bulletin Boards

