



KJT 411

News & Events

KJT Group is pleased to welcome Cindy McElroy as Research Director. Cindy comes to us from Nielsen Consumer Insights, N.A. (Formerly Harris Interactive) where she was Director of Client Services, Healthcare; she led the customer experience center of excellence for the healthcare practice, consulting on and designing and executing strategic customer engagement, touchpoint evaluation and sales force effectiveness programs. [Read more.](#)

Monthly Insight

According to [HHS](#), an estimated 20 million people gained health insurance coverage under the Affordable Care Act between 2010 and 2016.



Design Considerations for Research with Public Release – Part 2

In the previous issue we covered important questions to ask when designing a research study to generate news-worthy press releases. Building on this concept, let's address peer-reviewed journals and conferences.

In addition to addressing the key questions, research intended for publication has even more questions to cover during the design phase in order to be published. Let's start with the first key question - **Who is the target audience and what is the goal?** And add - **What is the target journal?** Identifying the target journal, or conference, early on is imperative as it often shapes the goal of the study and guides methodology and sampling.

The next key question is - **What could we say with the data that would be publication-**

worthy? Most high-impact journals require findings to offer a compelling contribution to the field, rather than restating what we already know. This contribution also needs to be tied to a theory in order to be accepted by the journal and the audience. Here we add the question - **Which theoretical foundation will be used?** The primary authors will often drive the theoretical foundation selection, but any successful publication depends on a clear theoretical rationale with precise definitions of the concepts that make up the rationale.

Once you have the theory, definitions and claims spelled out, the next key question follows - **What questions do we need to ask to be able to make these claims?** Any gaps in your data limit what you can say in the publication.

Last, but not least, we want to ask - **How will the IRB review affect the timeline?** Required by most peer-reviewed journals, the type of Institutional Review Board (IRB) review that covers the majority of market research studies can take from one month in the US to 6 months in other countries.

This step-wise approach helps identify any gaps in the research design. While it takes a great deal of planning upfront, the success of each step is dependent on the steps that preceded it. With journal acceptance rates around 10%, it pays to spend time in the design phase to set your publication up for success. Next time you have a project aimed for publication, consider asking these questions before finalizing your design. - *Coty Reisdorf, MA, Research Associate*



Power Analysis: What It Is and Why You Need It (Part 1)

What is Power Analysis?

Power analysis is an analytical framework usable both before you conduct your study (a priori), and after you complete your analysis (ex post). Before collecting your data, it tells you what sample size you need to find statistically significant results. After collecting your data, it tells you whether the statistically significant results you found are reliable. This month, I'll focus on a priori power analysis.

Power is the probability of getting a statistically significant result from sample data, given that there is a statistically significant result in the population. In other words, statistical power is the chance that a given statistically significant result would be reliably reproduced if you were to replicate your study many, many times. For example, you find a statistically significant difference between primary care physicians' (PCPs) and other doctors' willingness to prescribe a drug. A power of 0.80 tells you there's an 80% chance that the statistically significant result you got would reliably turn up if you did the study again and again.

Why You Need It

Across a variety of types of studies, particularly when you are releasing the results publically, it's critical to establish data-driven sample sizes that will allow you to find statistically significant results. A priori power analysis establishes the required sample size necessary to find statistically significant results before you even start. It can help you avoid having too small of a sample to pick up statistically significant results, avoiding costly re-fielding. In trended studies, previous results help determine the required sample size to verify their continued existence. If the required sample size is infeasible, then you know going in that your stat testing will have a lower likelihood of finding statistically significant results (lower power). Alternatively, you can estimate the smallest statistically significant difference that is possible to detect given your feasible sample sizes.

Hopefully it's clear that the principles behind a priori power analysis are worth considering in any study design, particularly in cases of peer-

Contact us

Rochester
Six East Street
Honeoye Falls, NY 14472
888.623.8050
info@kjtgroup.com

Amsterdam
Veembroederhof 96
1019 HC Amsterdam
The Netherlands
+31 (0)20 625 3385

review submission. I'll cover the ex post application next month.

- Jonny Davis, MA, Sr. Research Associate



Brand Impact: Blinded vs. Unblinded Market Research

When conducting market research, a significant decision to make is whether the study will be blinded or unblinded. Key factors in making this decision include: intended survey audience, the ultimate goal of the research, and

local laws and regulations. Unblinded studies can be beneficial due to increased response rates as compared to blinded studies; however, conducting a study unblinded has the potential to alter the data that are collected, if proper considerations are not made.

In the US, it is important to consider the Physician Payment Sunshine Act when determining whether to use an unblinded or blinded approach. As a result of the Physician Payment Sunshine Act, manufacturer payments to physicians are reported quarterly and posted to a

public website known as "Open Payments"¹. Some manufacturers were concerned this would lead to lower market research response rates because they suspected physicians would be less willing to participate in market research if their payments were made public. Meanwhile, blinded studies allow physicians to participate in research without directly tying them to the manufacturer sponsoring the research. This is because the market research company pays the physician instead of the manufacturer; therefore, the manufacturer is not directly paying the physician and is not obligated to report to "Open Payments"¹.

Furthermore, with any unblinded study there is a risk a respondent may provide biased answers relating to the manufacturer sponsoring the research. The higher incidence for polarized responses may cause the data to be skewed toward particularly positive or negative answers. In this way, it is possible for the people answering the survey to not truly compose a representative sample who reflect the senti-

ments of the public at large. Nonetheless, in certain situations, such as customer satisfaction research, the opposite may be true, and an unblinded study will elicit higher quality data since respondents are more likely to answer with honest responses.

Overall, it is important to consider how much and what type of an impact a brand name may have on response rates and the data that is collected when determining appropriate research methodologies.

- Aaron Woods, Research Assistant

¹MedPanel. "Impact of the Physician Payment Sunshine Act on Market Research." *MedPanel*. MedPanel, 2015. Web. 25 Jan. 2017.

In March's Issue:

- Pharma Market Research Conference Recap