

A Peek Beyond The Lab Coat: Healthcare Professionals are People Too

Presented by:

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Serves
~50%
of U S
hospitals
and
physicians



Serves
1/3 of the
U S adult
population
and **~50%**
within 3
years



>56B
patient
data
points



6,850+
retail
and
patient
access
points



~23,000
phlebotomists,
paramedics
and health &
wellness
professionals



~1.8M
tests
processed
per day



Client & Agency
Qualitative Researcher
Strategy & Business
consultant



35 countries
5 continents



Initially
specialized in
kids' research



Insight strategies
and techniques
transferred **across**
multiple industries



**Cross category /
demo expertise** led
to developing **new**
ways to approach
business challenges

Business Challenge

Conducting qualitative interviews with HCPs and C-suite, the traditional quick demographic warm-up questions – where the person ‘introduced’ themselves was not getting the person into the right frame of mind to truly share their personal perspectives.

Quest needed a way to get these audiences out of:

- Answering in automatic ‘clinical dump/technical’ answer mode
- Defaulting to using (medical) jargon
- Regurgitating a (canned) protocol perspective

How do we break through and really get to the insight?

What's in it for you?

- Share how the Quest MR&A *overcame challenges* in how they conduct higher quality qualitative research with HCPs
- Learn how we *delved deeper* into how healthcare professionals self-perceive
- See why the *integration of self-perception + the choices healthcare professionals made* throughout their lives = how they see the world around us
- See how we created *conversational & personable discussion* which created:
 - Eliminated the usual technical/clinical dump
 - Created a more engaging and informative experience for the HCP and the client
 - Positively impacted the tone of our project and the perception of the market research team

END GAME: Applicability across categories, industries, and demographics



In an ideal world, don't you want to know
how a person *views themselves*

BEFORE

you make assumptions about *who they are*
and how they make decisions?

**So, let's think about how demographic
categories and assumptions are created**



**Companies Generally Create
Segments/Groupings to Match
Their Business Silos...**

**...But These Parameters May
Not Match How a Person Self-
Perceives and Makes Decisions**





**So don't just jump in
when doing research!**

Recognize We Live In Bubbles



- In your day-to-day, you do not walk in the HCP's shoes – even if you have medical/science degree
- Our pre-conceived notions **IMPACT** how we, as researchers and marketers, perceive and categorize those who do not live, work, & play in the same bubble.

What's important to them?

What shaped their lives?

Are we making the wrong HCP assumptions?
EXPLORE OUTSIDE YOUR BUBBLE TO FIND OUT



Recognize HCPs are people too!

Recognize Personal Value Hierarchy





Let's get started on how we did it



1

Create a personal connection that will help dig deeper



2

Get out of the data collection mindset



3

Incorporate 'wide-open' listening

Everyone
HAS A STORY



4

Recognize that everyone has a story to share, and...



5

Provide a storytelling framework

Hold back from jumping into Q&A's

TAKE A LITTLE TIME TO THINK.

THIS

IS WHO

I AM

CASE STUDY: General Surgeons & Hernia Surgery



CASE STUDY: Birth Control

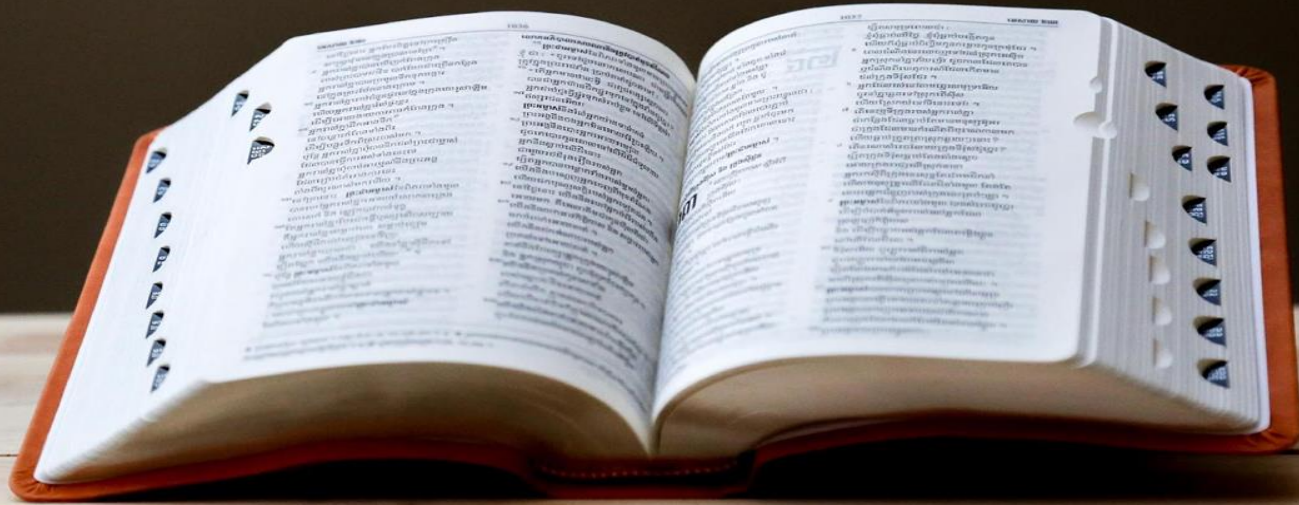


- ✓ Don't just gather
- ✓ Be sure to keep your eyes open
- ✓ In-person can provide clues

CASE STUDY: Sports Clearance



CASE STUDY: Prework and Taxonomy



CASE STUDY: Prework and preconceived notions



Wrap up



- HCPs are people too!
- Lean into how HCPs self-perceive their role as medical providers e.g., who and what influenced in their career choice, their relationships with their patients, and the impact of their work
- Walk one day in their shoes...get out of your bubble (remember, they made the time to talk to you too)

- 1 Create a personal connection that will help dig deeper
- 2 Get out of the data collection mindset
- 3 Incorporate 'wide-open' listening
- 4 Recognize that everyone has a story to share
- 5 Provide a storytelling framework

Thank You!



Q & A

