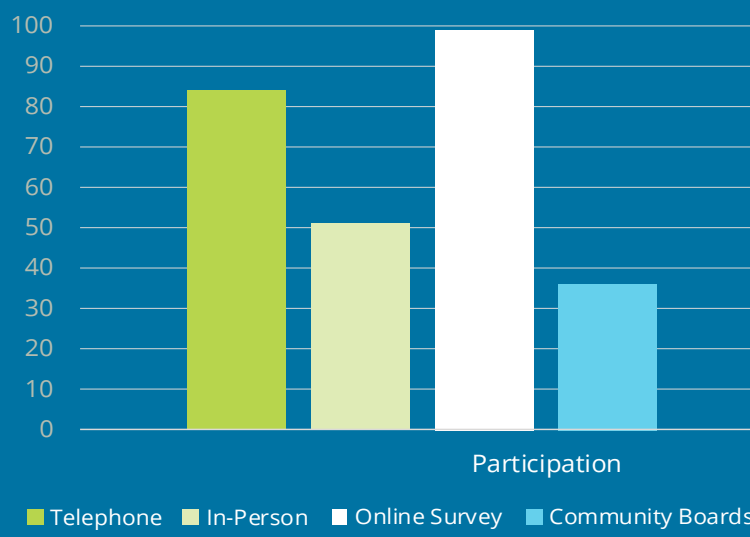


What Healthcare Professionals Think of Qualitative Market Research

We recently surveyed 250 of our Panelists to determine what they thought of qualitative market research.

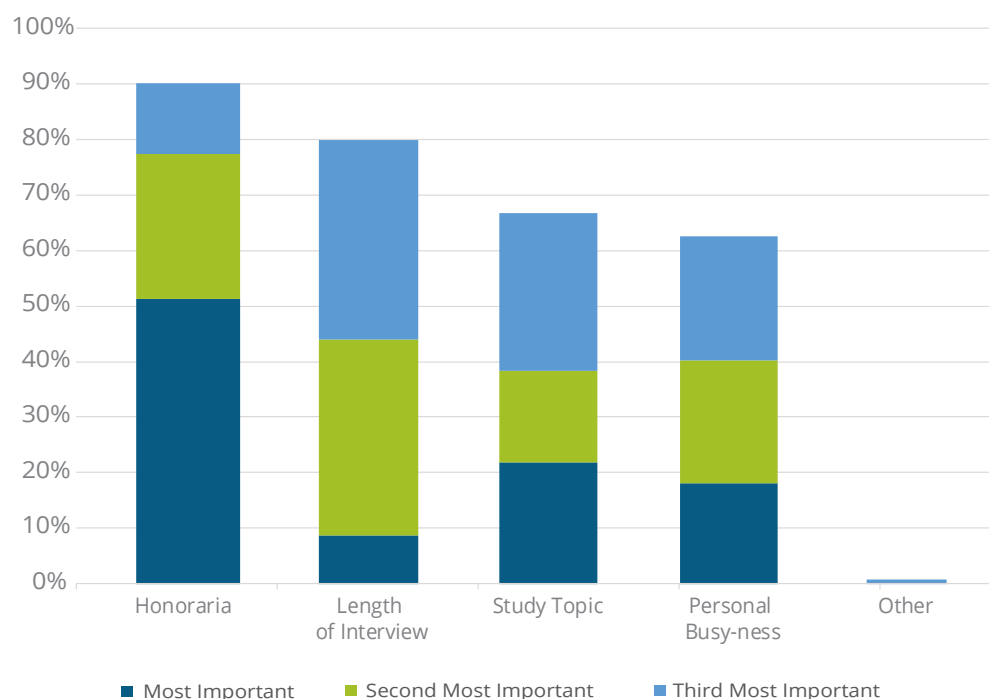
What's the Participation Rate?

Our HCPs are active across both qual and quant methodologies, with **84%** saying they would participate in phone research.



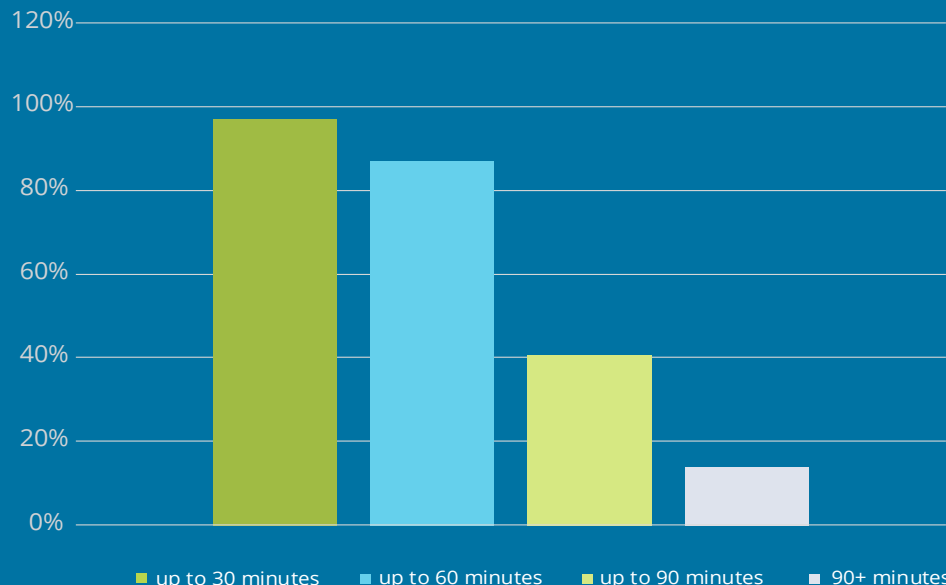
What Impacts Participation?

Nearly **80%** of HCPs consider **honoraria** their number 1 or 2 factor impacting their decision to respond to a phone interview invitation. **20%** indicate **personal busy-ness** or **study topic** as their number 1 factor.



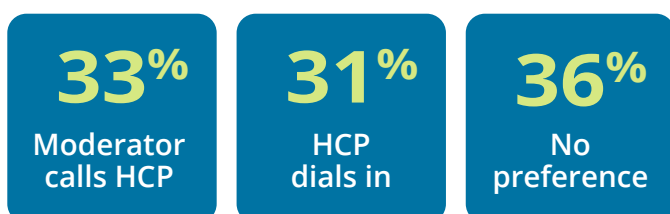
How Much Time Will they Spend?

Nearly **90%** of HCPs will spend up to an hour in a phone interview.



Who Calls Whom?

HCPs express equal preferences regarding the logistics of who calls whom for the call.



To Prepare or Not?

Many HCPs would like to be prepared for the interview, by having questions/ topics in advance.



What's the best time to chat?

Post 5pm chats are strongly preferred.



What Makes a Good Interview?

Panelists most frequently mention the quality of questions and the moderator as the factors that contribute to a good interview.

- 39%** **The Questions**
Clarity in questions, interesting questions, allowing room for open ended discussion and an absence of repetitive questions
- 35%** **The Moderator**
Friendliness, engagement and knowledge of the subject matter
- 21%** **The Time**
Being respectful of HCP time; keeping the conversation moving
- 13%** **The Topic**
An interesting topic that leaves room for discussion

"An interesting topic. Good thought provoking questions and not a whole lot of asking for "% of patients who ____".

"Some moderators are terrific; easy to talk to, clearly knowledgeable, and I want to share info. . . A good interviewer makes you feel valuable, responds politely, and is friendly."

"The moderator should be organized and keep the interview moving and on schedule."

"The best interviews are those in which I can offer good advice and where my opinion matters most. I can speak freely, and there is a good rapport with the moderator."

What Topics are Most Interesting?

58% Any topic related to their field

11% New treatments

The rest cite **specific conditions:**

