



ESR™

Ethnographic Simulation Research

ESR™ Ethnographic Simulation Research is a technique developed by Segmedica which combines simulation research with ethnographic observational research. The principle is to simulate a real life situation in an actual real world environment. By placing respondents into a real world environment we cue them to demonstrate their natural feelings and behaviors.

ESR™ Ethnographic Simulation Research allows us to cost effectively conduct a controlled experiment within a totally normal environment (examples would be physician's offices, waiting rooms, retail pharmacies, churches, infusions centers, etc.) and observe the outcome. This technique provides answers about the importance of in-office communications and their impact on patients' brand awareness, interest and treatment decision-making. This technique can be used with others from Segmedica's wide range of ethnographic and simulation research techniques to provide superior insights and actionability.

Our research is fully HIPAA compliant and 100% quality controlled to ensure accuracy and effectiveness of the conversations.

All patients are carefully screened and psychologically profiled.



Segmedica, Inc.

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Segmedica is a full service healthcare market research company. Our unique methodologies allow our clients to benefit from full, deep and insightful research and when applied to marketing campaigns, results in a much more successful outcome.

We apply the principles of psychological research in all the research we conduct and provide results that go way beyond traditional “emotional research” by getting to the root core of why people say what they do and what it means.

Contact us to find out how we can help you with your next project.



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Why use Segmedica?

- Full service research in which all functions from recruiting to reporting are carried out in-house. We provide the entire solution and you always have the benefit of meeting the people who will be conducting the research and a Project Director who will be with you throughout the entire process.
- We have a staff of expert sociologists and anthropologists plus some world renowned advisors providing consultative services as well as in depth analysis when needed. You get as little or as much as you need to ensure success.
- Our staff is dedicated to providing you results on time and on budget.
- We provide the entire process including comprehensive qualitative and quantitative techniques. Our total focus is on healthcare research so you will always benefit from our experience in the field as well as our commitment to continual upgrading of our techniques and methods to improve and sharpen as actionable insights.
- We are not just a name; we are a team of people who immerse themselves in your project and provide the utmost in service. We're not a huge corporation but large enough to provide personal yet professional services and have decades of experience in healthcare research.