



Encounter and Ethnographic Research

Research

In addition to all the traditional qualitative methods in use today, Segmedica has the ability to supplement that research with innovative techniques that provide a much deeper understanding of what respondents are saying and why.

HealthEnact™

HealthEnact™ is a process in which an actor or actress playing the role of a patient interacts with an HCP (usually in a research facility and in an IDI setting) around a case study or clinical scenario that has been provided to the HCP in writing. The actor is coached to play different types of personalities and to be responding to different stimuli (for example, DTC advertising, family or friends input, media input). This technique often highlights considerable differences between what physicians say they do and what they actually do.



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Encounter and Ethnographic Research



"I thoroughly enjoyed sitting in a café with the patient talking about how ads influence her and how they impact my practice. This is really different to what we're usually asked to do and I would certainly do it again."

Dr. Robert S., Buffalo, NY
Internal Medicine

HealthDuet™

HealthDuet™ is HCP/Patient interaction in a neutral setting and allows for free-form discussions on topics provided to them in advance. The discussion is audio-captured and analyzed. Coupled with our unique psychological overlay, this research provides a much deeper understanding of how HCP's and Patients feel about a condition or other stimuli that is of interest to you.

The encounter is observed by a professionally trained researcher who will ensure the interaction meets its research objectives.

What makes this research so powerful is the combination of unaided discussion, a non-threatening environment and Segmedica's use of psychology to help us understand not only what they are saying but why they are saying it and how it impacts your markets. HealthDuet™ is unique to Segmedica, an innovator in healthcare market research.

Mock Committees

Real committee members for P&T, Safety committees, etc. convene to discuss a topic moderated by a professional Segmedica moderator. Scenarios such as a product pitch or switching to another product may be simulated during these encounters.

All forms of institutional committees may be used. Segmedica overlays its unique psychological analysis to provide an in depth understanding of the language being used and the reasons why committee members say what they say and along with their body language provide useful material for future product launches and similar marketing objectives.

HealthImmersion™

HealthImmersion™ is a workshop style Brand Team immersion in a disease community. It includes documentary video from different research modalities. The Brand Team and colleagues develop a much deeper understanding of how the research can help shape marketing campaigns by spending time "immersed" in the customers' world to develop optimal positioning and messaging. The deliverable is an interactive workshop and immersion experience in the disease state.

Encounter and Ethnographic Research

What is Ethnography?

Direct, first-hand observation of the daily behavior of individuals, families, or groups

Ethnography has many uses. These include understanding how patients' lives are impacted by disease, how physicians and patients or physicians and sales reps interact, how devices and instruments are used and how institutions or groups arrive at decisions.

It is most effective when combined with other research methodologies to complete the picture.

It provides an essential check on self-reported results.

The techniques provide you a window into reality, far removed from the artificial environment of a research facility.



Ethnographic Research

All forms of ethnography including in-home, in-office, and in-hospital are conducted by Segmedica experts. Our staff includes experienced sociologists and anthropologists as well as both clinical and academic psychology advisors. Some examples of the specialized techniques we employ include:

HealthVoice™ is a technique involving audio-capture of real conversations between a HCP and a Patient. These conversations may take place in a doctor's office, a clinic, a hospital or anywhere these interactions occur on a regular basis.

The Segmedica difference is we add post-visit follow-up interviews which adds clarity and insight. Segmedica evaluates the conversations using psycholinguistic techniques in addition to identifying keywords and language patterns. The end result is a deep understanding of what was said and why it was said.

Your deliverables include full digital recordings and transcripts of all the conversations.

Our research is fully HIPAA compliant and 100% quality controlled to ensure accuracy and effectiveness of the conversations. Our objective is high-gain conversations that will have an impact on your marketing objectives.

All physicians are drawn from our HealthAcuity™ panels and are fully practo-graphically and psychologically profiled.

e-nography™

We use tools such as online bulletin boards, blogs, online journals and other techniques to capture the thoughts and feelings of our respondents in a virtual anonymous environment. This climate allows the participants to speak freely and possibly share with others who have the same condition or issue.

Encounter and Ethnographic Research

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.