

Case Study

Charting Services

Our client, a global healthcare consultancy, working on the behalf of one of the world's largest pharmaceutical manufacturers wanted to understand respondents' experiences of interacting with medical representatives, either in-person, or by telephone, in the two weeks prior to the interview. We recruited a sample of general practitioners / family medicine specialists, and neurologists, who had experience with prescribing for, and managing, patients with migraine, and the various migraine therapies available.

Study Details

Therapeutic Area
Migraine

Respondents Recruited
35

Respondent Types
PCPs / Neurologists

Methodology
Qualitative - TDIs

Country
Canada

Type of Client
Healthcare Consultancy

Challenges

Given the external environment at the time of fielding this study (April 2021), interactions with the end-client's salesforce had been affected, as had HCPs' patient consultations. Our client also requested charting services, which required a creative approach to data processing given the qualitative methodology.

m360 Research Solution

This dedicated coding team then shared the code book for approval, and coded all respondents' data ready for the research team. The discussion guide was used to capture respondents' verbatim contributions which were then converted to data to match the Ascribe layout, and uploaded by specialist coders. This dedicated team then shared the code book for approval, before coding all respondent data to share with the research team. Once the code book and coding data was approved by the client, our DP analyst then prepared comprehensive data tables. The charting team then updated the previously approved template report with the data, including respondent verbatims where indicated. Finally, the report was accentuated with carefully chosen images, infographics, highlighted text callouts, icons, and graphics to illustrate and amplify the study's findings.

Client Impact

This creative reporting approach, combining qualitative and quantitative solutions, ensured that the final deliverable, in PowerPoint, was engaging, digestible, and saved time for the clients' analysts. They were able to make deductions and recommendations based on data that had already been visualized, rather than spending time interpreting raw data or generic dashboards.