Introducing Conversation Connects

Bringing Patients & Physicians Together for One Interactive Research Session with Amazing Results.

THE NEED

Improving communication between patients and doctors is often the key to bringing relief to a patient. But...

THIS IS DIFFICULT BECAUSE...

We strive for homogeneity in focus groups so respondents are more comfortable to talk!

Qualitative Research with...

Patients	Physicians
• Empathetic moderator.	• Moderator who will be respected / "control the room."
• Exercises designed to understand their feelings.	• Exercises designed to get the facts.
• Slower pace if needed for some conditions.	• Quick pace to avoid impatience.

We Keep Them Apart!

To learn about the conversations they have, we generally rely on memory of physician, and memory of the patient.

But that was not what we wanted here!

When you really want to learn about an active conversation – you need both sides together!

So Allergan and MarketVision created a new qualitative research design we call **Conversation Connects.**

This research changes the paradigm of homogeneous respondents in qualitative research by bringing physicians and patients together in one room with unique exercises that get them comfortable to share ideas easily with each other.

KEY FEATURES OF THE DESIGN

Now able to see an actual conversation!

True interaction between patient and physician.

Team work between patient and physician to solve problems.

TECHNIQUE USED MULTIPLE TIMES TO DETERMINE:

• Optimal patient/physician conversation considering a medication.

• Optimal conversation to diagnose/determine treatment needed.

• Understand adherence to a treatment protocol and determine how to help lapsed users stay with the proper medication.

Research has been extremely insightful, generated many "a ha" moments and resulted in hours of debriefing and follow-on conversation.

The results were actionable and learnings were quickly implemented.