WEBINAR

The Secrets of Successful Market Researchers

MODERATOR: **Charu Gupta**

PANELISTS: **Diane Hayes, Ph.D., and Katie Ka**

WHEN: **Wednesday, Oct. 25 1-2 p.m. EST**

PRESENTERS

Diane Hayes, Ph.D.

President and Co-Founder, InCrowd, Inc.

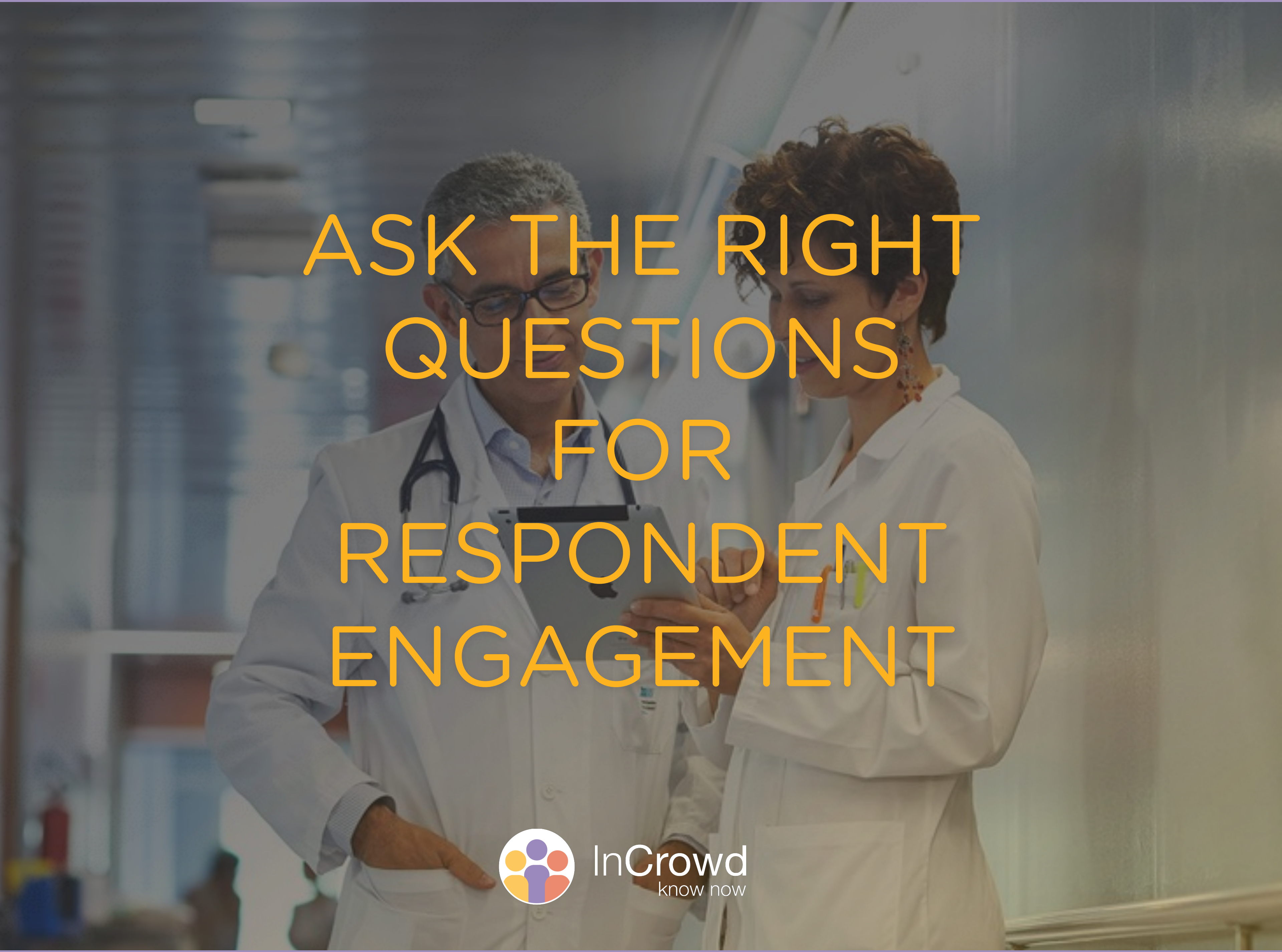
Diane co-founded InCrowd in 2010 and currently manages the respondent and market research side of the business.

She has a Ph.D. in epidemiology and has run large-scale NIH-sponsored clinical trials, and has spent much of her healthcare career on the business and market research side.

Katie Ka

Head of Research Strategy, InCrowd, Inc.

Katie is a career life science market researcher with a passion for research and delivering insight to her clients. Katie leads InCrowd's research strategy and reporting teams. She has a bachelor's degree in cell biology and molecular genetics, and a master's in marketing.


ASK THE RIGHT
QUESTIONS
FOR
RESPONDENT
ENGAGEMENT
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Allocation question checklist

Before writing a question, ask yourself:

1.	Can I streamline the number of products or regimens listed?
2.	Do I need to ask for full re-allocations multiple times?
3.	Can I break up the allocation exercises with some “easy” questions in between?

A top-10 pharma company decided to offer a first-time use coupon for their new medication.

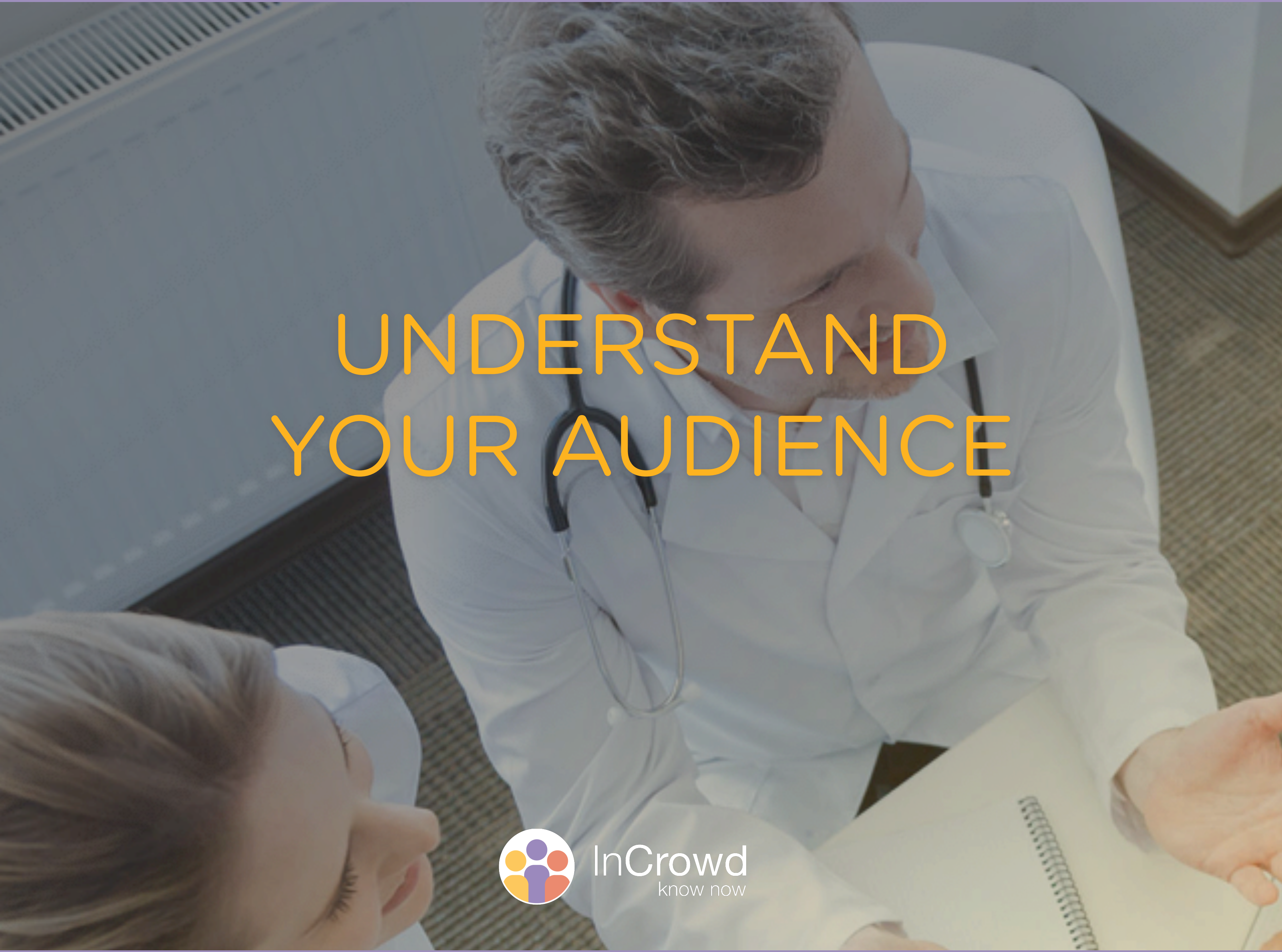
$5 Coupon vs. $10 Coupon

Which coupon do you think performed better?

CASE STUDY

The pharma company went forward with the $10 coupon.

Real-time surveys to test both coupons revealed that physicians used both $5 and $10 first-use price coupons, and both coupons received the same level of positive perception from prescribers.


UNDERSTAND
YOUR AUDIENCE
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Audience Checklist

1. Put yourself in the mindset of your respondent
2. Pose questions from their perspective as opposed to yours
3. Use qual research or pre-tests as a way to get this understanding

EXAMPLE

DON'T ASK:

Which patient types will you prioritize for brand X?

Doctors don't prioritize patients for treatments.

Doctors prioritize treatments for patients.

WHY DOES YOUR STAKEHOLDER CARE?

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Stakeholder Checklist

Take a step back and assess the big picture:

1. What are the actual objectives we need to address and do these questions help us?
2. Why does my stakeholder care about these objectives?

Scientific Method

As life sciences market researchers, use the scientific method:

1. Observation = Problem identification
2. Hypothesis = Generate research objectives
3. Test = Design the research

Why Questions

1. Is this informational?
2. Will it potentially prompt action?
3. Is this confirmatory or exploratory?

KNOW THE LIMITS OF YOUR DATA

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Data Analysis Checklist

Market research is respondents' self-reported behaviors, perceptions, and anticipated changes in behavior.

When analyzing data:

- Consider the **many factors** that influence ultimate usage of a product.
- Look for **consistent and meaningful patterns**
- **Do not** try and force precision into stated intentions.

Make It Iterative

- Data collection should be an ***iterative*** process.
- It should support an ongoing need for information.

Poll Question

How often do you or your team have follow-up questions after seeing the results of a completed project?

a) Most of the time

b) Sometimes

c) Rarely

d) Never


BE READY TO
PROBLEM SOLVE
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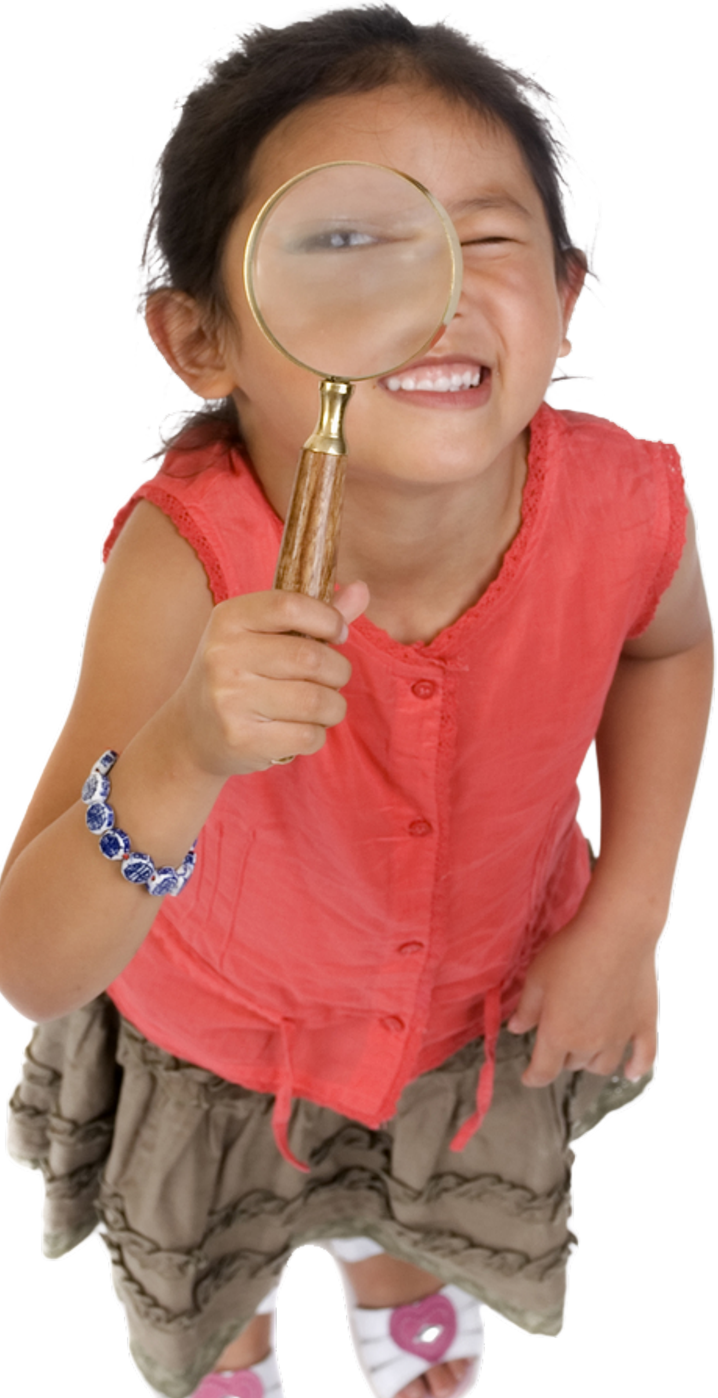
Things to keep in mind

1. Understand the project in-depth
2. Draw from your past experiences
3. Stay flexible



Stay Curious.

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Recap

1. Ask the right questions for respondent engagement
2. Understand your audience
3. Why does your stakeholder care?
4. Know the limits of your data
5. Be ready to problem solve


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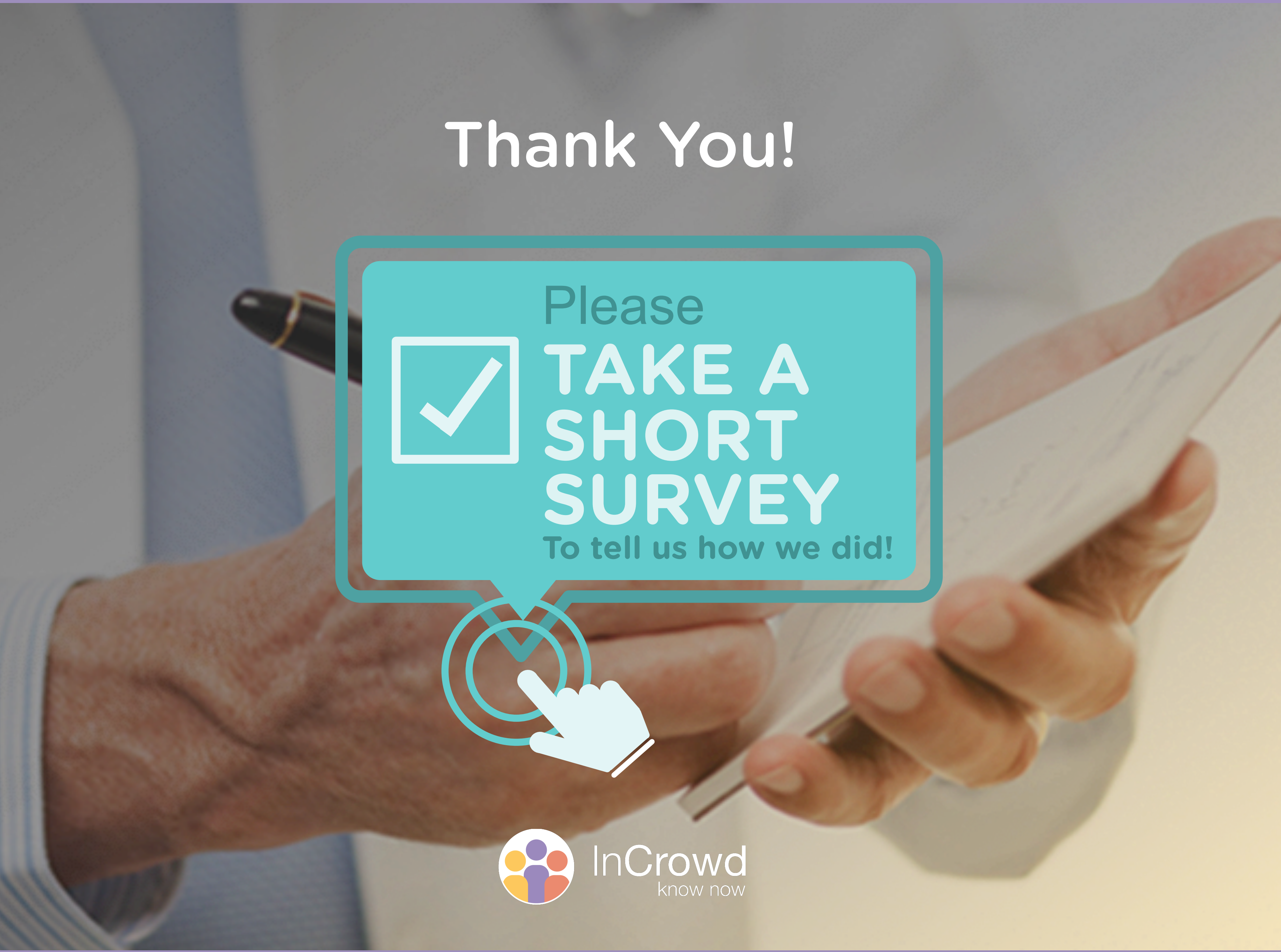
Thank You!
Please
TAKE A
SHORT
SURVEY
To tell us how we did!
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