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Today's webinar host

# Patient Research

Sharing Best Practices In Patient Research



Timing?

Respondent  
got sick...  
and now?

Heart- breaking  
story... what to do?

Sensitive topic?

Projective  
techniques?

Has respondent  
passed away?

Tears?

# | Study design

**Keep your target group  
in mind when deciding  
upon methodology &  
techniques**

# | Study design



**mobile**



**sensitive**



**future**



**time**

# Recruitment

Stay focused on the essentials



# | Recruitment



**profile  
recruitment**



**long  
timelines**



**flexible to  
reschedule**

# Moderation

'Tell me your story! I'll take time to listen...'



# Moderation

Practical tips for moderators



**Be a good  
host**



**Communicate  
on their level**



**Manage  
expectations**



# Presentation of the results

Sharing (if possible) the results leads up to more engaged participants

# Presentation of the results



live  
participation



video  
diaries



brainstorming  
sessions

**I see and I forget.  
I hear and I remember.  
I do and I understand.**

*Confucius*



| Questions?





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