



Research Examples with Patients

METHODOLOGY	OBJECTIVES
Multi-modal quantitative research including both online and mall-intercept data collection with older patients.	To understand perceptions of influenza vaccine among seniors and understand which messages are most compelling.
In-depth interviews with parents of children 6 months - 3 years followed by online quantitative research with this population.	To understand perceptions of parents not fully vaccinating their children against influenza and identify messages that resonate most.
Focus groups with women who were overdue by 2 years or more for their mammogram and/or pap smear.	To identify women's barriers to regular exams and develop communication strategies to increase women's participation in pre-screening.
A mix of telephone and in-person individual in-depth interviews with patients with C. Diff infection. <i>(Research with physicians conducted in conjunction)</i>	To determine the initial appeal and barriers to potential new product concepts designed to cure recurrent <i>Clostridium Difficile</i> (C. Diff) infection.
In-person in-depth interviews and focus groups with patients travelling internationally. <i>(Simultaneous research with physicians and pharmacists conducted.)</i>	To determine how best to provide vaccines among international travelers, and to test communications messages.