



# HealthEnact<sup>®</sup>

*Specially Trained Actors portray patients, in encounters with real healthcare professionals*

**HealthEnact<sup>®</sup>** is a reality research methodology developed by Segmedica. It is an actor driven physician-patient interaction simulation that helps uncover significant disparities between physician self report and actual physician behavior.

Segmedica uses **HealthEnact<sup>®</sup>** in conjunction with a broader qualitative research process, as it adds a layer of analysis while being efficient and cost effective. It has been used to test patient push strategies, understand treatment choices, drive compliance and map out special features of the physician/patient relationship.

Deliverables include full video/DVD footage of interactions, transcripts of all the conversations, PowerPoint presentation and written report.

Our research is fully HIPAA compliant and 100% quality controlled to ensure accuracy and effectiveness of the conversations. Our objective is high gain conversations that will have an impact on your marketing objectives.

All HCP's are drawn from our HealthAcuity<sup>®</sup> panels and are fully practographically and psychologically profiled.



**Segmedica, Inc.**

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Segmedica is a full service healthcare, health & wellness market research company. Our unique methodologies allow our clients to benefit from full, deep and insightful research and when applied to marketing campaigns, results in a much more successful outcome.

We apply the principles of psychological research in all the research we conduct and provide results that go way beyond traditional "emotional research" by getting to the root core of why people say what they do and what it means.

Contact us to find out how we can help you with your next project.



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## Why use Segmedica?

- Full service research in which all functions from recruiting to reporting are carried out in-house. We provide the entire solution and you always have the benefit of meeting the people who will be conducting the research and a Project Director who will be with you throughout the entire process.
- We have a staff of expert sociologists and anthropologists plus some world renowned advisors providing consultative services as well as in depth analysis when needed. You get as little or as much as you need to ensure success.
- Our staff is dedicated to providing you results on time and on budget.
- We provide the entire process including comprehensive qualitative and quantitative techniques. Our total focus is on healthcare research so you will always benefit from our experience in the field as well as our commitment to continual upgrading of our techniques and methods to improve and sharpen as actionable insights.
- We are not just a name; we are a team of people who immerse themselves in your project and provide the utmost in service. We're not a huge corporation but large enough to provide personal yet professional services and have decades of experience in healthcare research.