



# Ethnography

*Anthropological and Observational Techniques  
with a Wide Range of Applications*

We often recommend **Ethnography** as a part of a broader project rather than as a methodology to use on its own because it's most effective with other methodologies to complete the big picture.

**Ethnography** is a direct, first-hand observation of the daily behavior of individuals, families or groups. Therefore, it offers insights unavailable from other sources and helps to better understand issues, such as the disease impact on patients' lives, how decisions are made within an institution, and how certain equipment is used, to name a few.

**Ethnography** findings provide an essential check on self-reported results and provides a window into reality, far removed from the artificial environment of a research facility.

Our research is fully HIPAA compliant and 100% quality controlled to ensure accuracy and effectiveness of the conversations.

All HCPs are drawn from our HealthAcuity® panels and are fully practically and psychologically profiled.



**Segmedica**  
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Newtown Square, PA 19073

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Segmedica is a full service healthcare 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.