



# Complimentary Workshops and Presentations



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## Presentation/Workshop Topics

On-site  
Presentation  
(1-1.5 hours)

On-site  
Workshop  
(2-4 hours)

### Vision for the Future of Healthcare Market Research:

Be at the forefront of research by learning more about cutting edge techniques and the impact of technology:

- Self-Moderating Research
- Multi-Modal Research
- Ethnographic Simulation Research
- In-Office Audio Recordings
- In-Person Physician/Patient Interaction Research



### Segmentation – Principles for Success:

A review of quantitative, qualitative, and secondary data-based techniques and how to make your segmentation successful and actionable.



### Positioning:

Methodologies that determine rational and emotional needs for superior positioning development.



### Message Development and Testing:

A discussion of techniques based in psychology that provide optimal messaging.



### Observational Research:

Gain insight on how this type of research results in a very deep understanding of how patients or other respondents think, feel, and act outside of a controlled environment.



### The Anthropology of Global Market Research:

A review of using an understanding of cultures to develop effective multi-country research and achieve comparable results around the world.



### Psychology Based Research – Knowing your Respondent:

Only psychology-based research uncovers the underlying personalities of respondents that are critical to understanding not only what is being said but more importantly, why and within what context, and finally how behaviors can be influenced.



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## Presentation/Workshop Topics (continued)

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(1-1.5 hours)

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Workshop  
(2-4 hours)

### The Psychology of Compliance and Persistence:

Understanding and remediating non-adherence through understanding the psychological processes and contextual influences on behaviors. This topic includes how physicians unintentionally create non-adherence, the six behavioral models that govern adherence, and strategies for improving adherent behaviors.



### Quality in Healthcare Research:

What every research manager should know about ensuring the quality and integrity of sample including, managing HIPAA regulations, state by state privacy laws and bills, the sunshine laws, and other key issues along with verification of respondents and the shocking statistics of fraudulent respondents.



### US Consumer Confidence and Compliance:

Reviewing Segmedica's biannual survey of US Patients/Consumers, and how their confidence (or lack of it) in the healthcare system is a driver for compliance and branded product use.



### Healthcare Market Research for Non-Market Researchers:

A review of developments in market research and the value of inspired research linked to the marketing process. The importance of researching rational and emotional market needs and integrating research into the brand team's thinking.



### How to Decide Methodology and How This Impacts Results:

A definitive guide on how to choose methodologies and how different techniques complement one another. Learn how to choose the right mode of research, how it impacts the outcome, and what your options are for excellent results.



### Advanced Linguistic Analysis:

When people speak, there is a second layer of meaning available to be analyzed – deeper and often more actionable meaning than we get from traditional qualitative analysis. In this session, we explain how Advanced Linguistics Analysis uncovers those meanings enabling us to create mindmaps, uncover hidden motivators and barriers to action, breathe new life into past qualitative research, and efficiently analyze streams of data from social media and online communities.



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## About Us

Segmedica, the Healthcare & Wellness Center of Excellence and a division of Research America Inc., is a full-service market research company using advanced techniques for qualitative and quantitative studies.

Contact us to discuss your research needs and to learn more about our unique personality-based methodologies.

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