



SelfInspire[®]

Self-Moderating Qualitative Research

SelfInspire[®] is a qualitative research method in which a dyad or group operates without a human moderator. Employed where there is a need to delve deeply into the psychological reasons for certain behaviors, it offers considerable research benefits including:

- More responsibility and energy from respondents
- Unlikely leaders emerge
- Language is more pure and meaningful
- Emotional insights are much deeper
- Unexpected ideas arise

The sessions are managed entirely by the respondents, who usually move through a series of tasks by sequentially opening numbered envelopes.

The encounter is observed by a professionally trained researcher who will ensure the interaction meets its research objectives.

What makes this research so powerful is the combination of unaided discussion, a non-threatening environment, and Segmedica's use of psychology to help us understand not only what they are saying but why they are saying it and how it impacts your markets.

SelfInspire[®] is unique to Segmedica, an innovator in healthcare and wellness market research.



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Segmedica provides custom and syndicated market research and consulting services to address product development, marketing, and sales issues related to healthcare and wellness.

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 and wellness 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 and wellness research.