

# To Qual or Not To Qual?

Qualitative research is a valuable tool to gain deeper insights into physician attitudes, perceptions, and behaviours. It is also well-liked by physicians across a variety of therapeutic areas.

Physicians enjoy qual research, find it engaging and agree it provides the opportunity to fully express thoughts and opinions.

**89%**

Agree qual allows the ability to more fully express thoughts and opinions.

**88%**

Agree qual offers the opportunity to provide more complete answers.

**81%**

Find qualitative research more engaging.

**80%**

Enjoy participating in qualitative research.

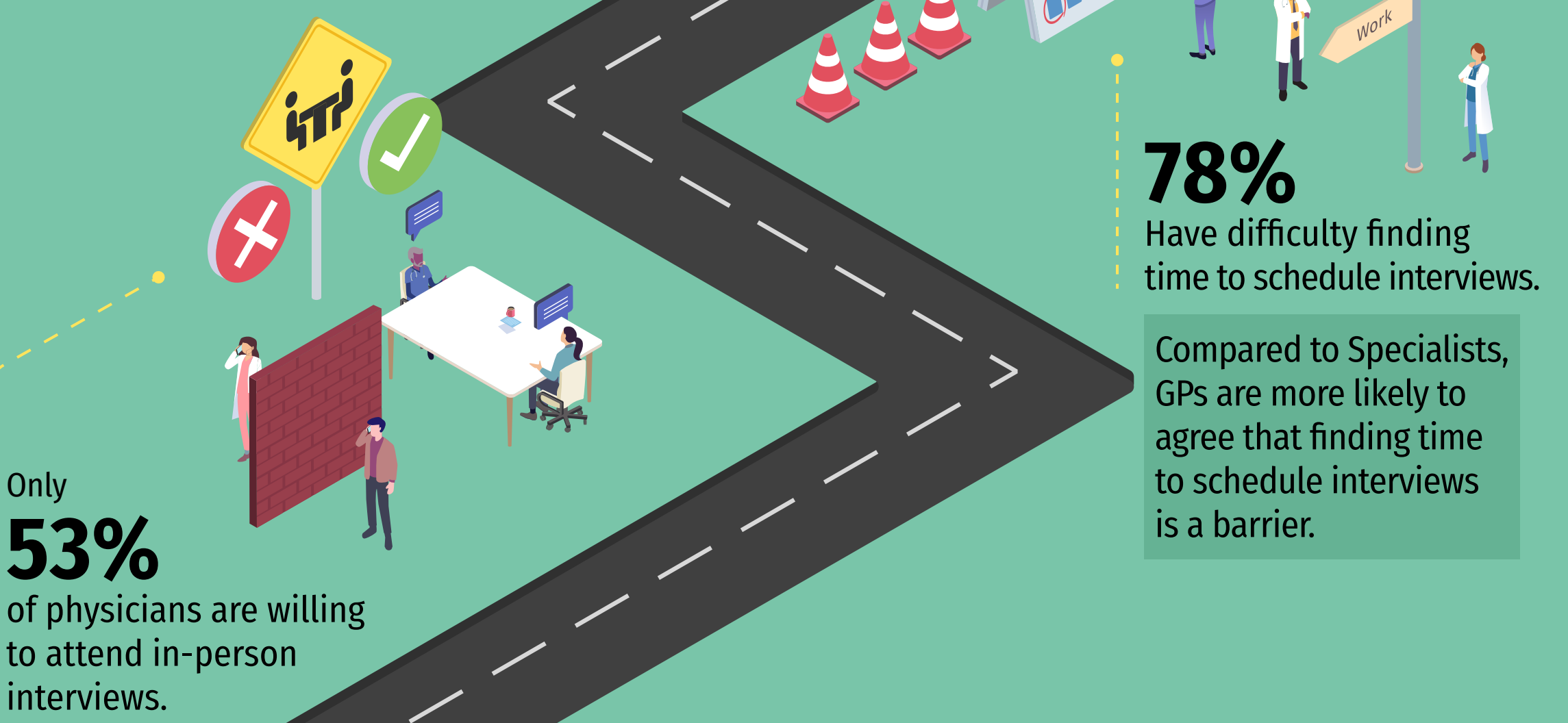


But, physicians face demands that may make participating in qualitative research a challenge:

**88%**

Are more likely to participate if travel is not required.

Compared to GPs, Specialists are less likely to participate if travel to a central viewing location is required.



Only **53%**

of physicians are willing to attend in-person interviews.

**78%**

Have difficulty finding time to schedule interviews.

Compared to Specialists, GPs are more likely to agree that finding time to schedule interviews is a barrier.

## Tips for a successful qualitative study:



### Ensure methodology reflects physician preferences

87% are willing to participate in some form of qualitative research (NET).

68% are willing to participate in a follow-up discussion related to an online survey or questionnaire.



66% are willing to participate in phone interviews.



60% are willing to travel to a central location to participate in focus groups.



60% are willing to participate in one-on-one telephone interviews using a screen sharing tool.



57% are willing to participate in online discussion forums.



### Align incentives with physician expectations



92% say incentive amount impacts willingness to participate.



90% say incentive amount impacts willingness to travel.



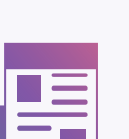
### Frame topics to reflect physician interests



69% are interested in discussing new or soon-to-be launched products.



65% are interested in discussing current use and perception of brands in specific therapeutic areas.



54% are interested in discussing advertising campaigns. (e.g. journal ads, print ads, etc.)



54% are interested in discussing roles and behaviours at each step of a patient's journey.



48% are interested in discussing experiences with sales reps within key therapeutic areas.

