

Session 1

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Has on line research in Healthcare
gone too far!—or does it still have
much further to go?

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Has on line research in Healthcare gone too far!—or does it still have much further to go?

- These few slides support the motion that on-line research has now gone too far and had been used in situations that are likely to result in inaccurate or incorrect interpretation for Pharma Companies
- Daguerre, Marconi and Bell/.....image capturing, radio transmission and telephone. 3 dramatic innovations introduced between the end of the 19^o and the beginning of the 20^o century.
- The net is the innovation of the 21^o century. Its is causing a revolution as it happened for the other innovations mentioned.....but is it a Panacea or just another tool to be used for specific applications?

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Why are they a useful tool?

- For sure on-line research is cheap, fast and “clean”. However.....
 - You need pilots to be sure that all questions will be 100% understood – that makes it slower for “ad hoc” research
 - And not all respondents “think in the same way” – that’s why an interviewer is trained to repeat the questions in different ways – if unsure.
- On- line studies can reach physicians and centres not often involved in investigations.
- Unlike traditional phone interviews, material can be shown to respondents as and when needed.
- It overcomes the need to use interviewers to recruit or administer the questionnaire
- It is flexible: respondents can decide to fill it in at their convenience on several occasions.
- Programming can help limit respondents’ mistakes. Thus editing is not necessary anymore.

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Why has it gone too far?

Methodological issues

- Interviews' length is often too long. 40+ min on-line is too much for a self administered questionnaire.
 - An interview has a “flow” that normally goes from “overall” to “specific” – and the “brain” should follow the story to answer the question in the “right mindset” – can you be sure, that a respondent is following the story?
- Do you really think a complicated conjoint questionnaire will be fully understood by a respondent....some methodology needs the assistance of an interviewer
- Data overload: how can a 40+ min conjoint questionnaire be completed in 15 to 20 minutes?
- Response Patterns: how can the least appealing scenario be the preferred one?

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Why has it gone too far?

Methodological issues

- Frequency is a risk! Respondents are receiving right now 2-3 invitations a day.....WE NEED CONTROL – OTHERWISE SERIOUS DANGER!
- Are we sure we are interviewing our target respondent? E.g. if we want a Senior registrar the junior or student could be asked to complete the questionnaire. If we need a GP we get a nurse or other.
- Many agencies offer this services. Some of them new and less organised. Are incentives always paid as needed? Complaints have been recorded.
- Often it seems the design of online studies is more driven by high-tech gadgetry than by research methods.
- Panel or not? Is there the risk to always include the same biased sample (high-tech young respondents)?
- Data overload /Click-troughs
- Response Patterns

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And what about qualitative research?

- We believe the usage of qualitative on-line research must be limited and used with great care.
- Is market research still an art?
- Interaction and empathy is key for success in a qualitative project. On-line research cannot offer that!
- A small picture in the screen cannot convey emotions
- NLP techniques are useless
- Do you really know, what the respondent is looking at, when showing material online
 - Eg. Even an ad test is more realistic with a magazine than online
 - If you measure on line your results may seem fine – for online media – the influence of holding a paper in the hand is eliminated
- In face-to-face research the interviewer controls the interview and decides when a question is fully answered – not the respondent

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More issues.....

- Lack of person to person contact: this result in a lack of positive reinforcement by the interviewer on behalf of the agency. This may lead to inertia and a drop of interest amongst respondents, and consequently to a reduced pool of respondents.
- Adverse event reporting: How such a complicated and controverted matter can be handled in on-line research
- Specific type of respondents are far too difficult to recruit on line (i.e. payors). Often samples need to be topped up by alternative systems (telephone or face to face). This mixed interviewing procedure lowers the consistency in data collection leading to questionable reliability of data.
- Some Countries are still behind with regards to the diffusion of the technology amongst the population. What about comparisons and interpretations of data from international studies involving Countries whit a different penetration of the technology (i.e. US vs Italy).
- Patient research is pushed a lot now as well. Is it appropriate and viable in every Country, given the different legislation regarding data protection in each Country?

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The Mission

Good Morning Mr. Arbittier:

An evil force is upon us. We all know that many of the good people who work for pharmaceutical marketing research firms and their clients have been tremendous supporters of using on-line research in order to answer their marketing research questions. Initially many people questioned the validity of doing marketing research on-line and therefore tested it. These tests were successful and the popularity of doing on-line research grew exponentially. However, as with anything new, the evil forces against progress are after us. The EVIL-DOERS by the name of Andreas and Piergiorgio are working together and will present to the illustrious EphMRA delegates present today, that on-line research has gone too far. Your mission, if you choose to accept it, is to put a final end to this debate and stop the EVIL-DOERS from spreading their vicious lies. These lies, if left unchecked will cause the industry to move backwards into the past millennium.

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Has On-Line Research Gone To Far

- That is the question!
- Is the question irrational?
- What should be the question:
 - How can we improve on a new and widely used methodology?

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Qualitative vs. Quantitative

- A qualitative methodology may be better for:
 - Particular emotional responses
 - Particular ad content
 - Particular confidential material

HOWEVER, THIS IS NOT THE PURPOSE OF THIS DEBATE

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Why Has On-Line Become So Popular "Less Expensive"

- Bigger samples
- More geographically disperse samples
- Ability to do more detailed analysis (segmentation, discrete choice, etc...)
- Do studies that could never be attempted in the past
 - 400 Cardiologists
 - 600 Psychologists
- Reach more targeted samples

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Why Has On-Line Become So Popular "Faster Response"

- Current client demands dictate faster response
- Faster responses allows for actionable research

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Why Has On-Line Become So Popular "Better Representation"

- How do you measure Response Rates:
 - CASRO – "Let me count the ways"
- Easier access – Means higher Response Rates
- Which methodology allows the physician to access the survey from home?
- Which methodology allows the physician to access the survey, 24 hours a day; seven days a week?

ON-LINE IS THE ONLY ONE

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Why Has On-Line Become So Popular "Better Data"

- No Interviewer bias
- No misinterpretation of difficult medical terms by interviewers
- Can complete each question at your own pace

Clients Have Seen The Data to Contain

- More variability in the responses
- Better Open Ends
- In effect – Better data

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Why Has On-Line Become So Popular "Longer Surveys"

- Longer surveys work on-line
 - More enjoyable experience
 - Can stop and resume study
- Many of you have seen the results and know this is true.

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Why Has On-Line Become So Popular "Other Reasons"

- Complicated analysis does not mean complicated questionnaires
- Trusted panel companies with a great deal of experience
- Adverse events are on the record
- Expanded the scope for all research companies

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The Future is Not Here - Yet

- More sophisticated questionnaire techniques
- Worldwide Internet penetration keeps increasing
- Worldwide integration of panels and programming platforms

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Summary

- The on-line research method for physicians has many advantages over other methodologies.
- How can you argue it has gone to far; when there is so much remaining to do in the future?
- Vote that on-line research has not gone to far – And then we can focus on making it even better.

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1960's Movie Evening

Dress Code – Come as a star
Come in 1960's style
or dress as you wish – but we
encourage you to enter the spirit

Meet at 19.15 in hotel lobby
for coach departure

BRING TICKETS

Sponsored by **EphMFA**



**CONFERENCE STARTS
TOMORROW
AT
09.00 PROMPT**



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