

# Introducing Conversation Connects

Bringing Patients & Physicians Together for One Interactive Research Session with Amazing Results.

## THE NEED

Improving communication between patients and doctors is often the key to bringing relief to a patient. But...

## THIS IS DIFFICULT BECAUSE...



We strive for homogeneity in focus groups so respondents are more comfortable to talk!

## Qualitative Research with...

### Patients

- Empathetic moderator.
- Exercises designed to understand their feelings.
- Slower pace if needed for some conditions.



### Physicians

- Moderator who will be respected / "control the room."
- Exercises designed to get the facts.
- Quick pace to avoid impatience.

To learn about the conversations they have, we generally rely on memory of physician, and memory of the patient.



**But that was not what we wanted here!**

When you really want to learn about an active conversation – you need both sides together!



So MarketVision created a new qualitative research design we call **Conversation Connects**.

This research changes the paradigm of homogeneous respondents in qualitative research by bringing physicians and patients together in one room with unique exercises that get them comfortable to share ideas easily with each other.

## KEY FEATURES OF THE DESIGN

*Now able to see an actual conversation!*

*True interaction between patient and physician.*

*Team work between patient and physician to solve problems.*

## TECHNIQUE USED MULTIPLE TIMES TO DETERMINE:



- Optimal patient/physician conversation considering a medication.
- Optimal conversation to diagnose/determine treatment needed.
- Understand adherence to a treatment protocol and determine how to help lapsed users stay with the proper medication.



Research has been extremely insightful, generated many "aha" moments and resulted in hours of debriefing and follow-on conversation.

**The results were actionable and learnings were quickly implemented.**

WHAT PEOPLE ARE SAYING ABOUT  
CONVERSATION CONNECTS...

*“This **unique research** allowed us to create the ideal patient/doctor dialogue flow and precise language to unlock a productive conversation.”*

– Executive Director, Project 1

*“I still think it was the **most fun and valuable** research I’ve ever been a part of.”*

– Marketing Director, Project 2

*“This was so powerful for me, that it will **help inform decisions for my business** for the next 2 years.”*

– Director, Project 3



Uncovering Insights  
to Drive Action

MarketVision Research was founded in 1983 with the charter of providing value-added marketing research solutions to clients. We have continued to grow and expand over the years to better align with our clients' business needs, and we're proud to be recognized as one of the top 50 marketing research firms in the U.S.

The foundation of MarketVision's success is our people. We are researchers. We are project managers and data analysts, graphic designers and visionaries. We are thinkers and partners, telling stories and inspiring creativity.

**Our singular purpose is helping our clients succeed by providing them best-in-class marketing and consumer knowledge.**

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