

WEBINAR

Best Practices in Qualitative Healthcare Research

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11 A.M EDT

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Questions to Attendees

How many hours do primary care physicians on average per week?

- A. 59 hours
- B. 48 hours
- C. 36.5 hours

What percent of physicians in the U.S. are employees of hospitals, healthcare systems, or corporate entities?

- A. 43.7%
- B. 59.1%
- C. 77.6%

Compared to 2000-2004, reimbursement rates from Medicare have

- A. Increased by $\geq 8\%$
- B. Stayed the same
- C. Declined by $\geq 25\%$

Questions to Attendees

How many hours do primary care physicians work on average per week?

- A. 59 hours 45 hours during clinic; and 14 hours after clinic
- B. 48 hours
- C. 36.5 hours

Physicians in hospital-owned practices spent significantly less time on patient care-related activities than physicians in independent practices (61.6% vs. 78.2%) and more time on EHR input (23.2% vs. 14.8%)

What percent of physicians in the U.S. are employees of hospitals, healthcare systems, or corporate entities?

- A. 43.7%
- B. 59.1%
- C. 77.6%

Compared to 2000-2004, reimbursement rates (after taking inflation into account) from Medicare have

- A. Increased by $\geq 8\%$
- B. Stayed roughly the same
- C. Declined by $\geq 25\%$ after taking inflation into account.

Best Practices in Qualitative Healthcare Research

A Brief Outline:

- The Evolution of Healthcare from the Nineteenth to the Twenty-First Century
- Understanding Unique Research Dynamics
- Extracting Valuable Insights: Paying Attention to the Environment
- Maximizing Research Depth
- Crafting Targeted Questions
- Influencing Healthcare Decisions

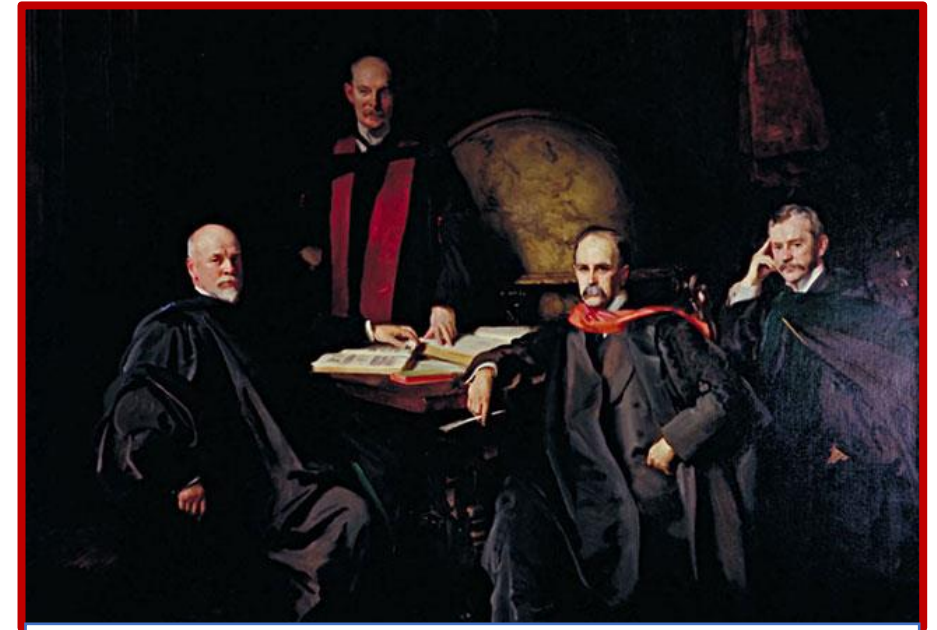
The Big Question:

- How do the insights gleaned from patients differ from those of the very same people when they speak to their role as customers of goods?

Healthcare in the Nineteenth century: an Art, a Calling, not a Trade or a Business

*“The good physician treats the disease; **the great physician treats the patient who has the disease.**”*

*The practice of **medicine is an art, not a trade; a calling, not a business; a calling in which your heart will be exercised equally with your head.**”*
- Sir William Osler ¹



John Singer Sargent's *The Four Doctors* (1906) depicting the Founding Professors (left to right): Welch (pathologist & Dean), Osler (internist), Halstead (surgeon), and Kelly (gynecologist)

1. In 1889, Sir William Osler, a Canadian, became the first Physician-in-Chief of the new Johns Hopkins Hospital in Baltimore, Maryland. In 1893, Osler was instrumental in creating the Johns Hopkins School of Medicine and became one of the school's first professors of medicine.

What are the unique research dynamics in the healthcare field?

1. The delivery of healthcare in the United States has undergone significant changes in the last 25 years, affecting healthcare professionals and patients.
2. Qualitative research is widely used to understand patterns of health behaviors, describe lived experiences, develop behavioral theories, explore healthcare needs, and design interventions.
3. Qualitative healthcare research is frequently conducted with professionals with different levels of education and status addressing conditions of temporary, chronic and catastrophic magnitude.
4. Likewise, qualitative healthcare research can also be conducted with patients enduring brief, persistent, or terminal illnesses.



Qualitative Research Can Address Complex Healthcare Questions



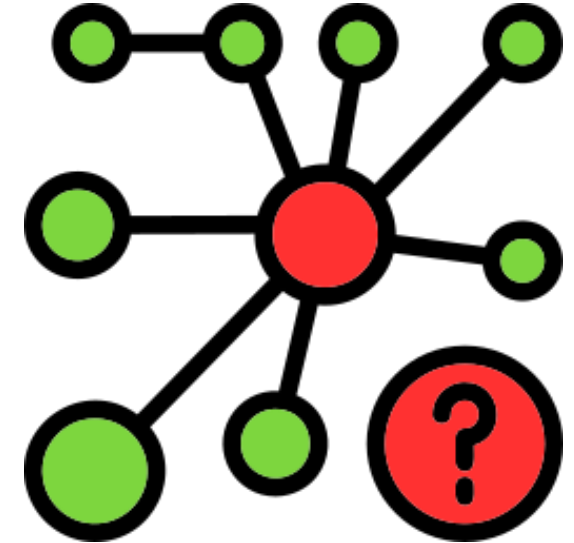
1. QUANTITATIVE METHODOLOGY OFTEN INVOLVES **LONG AND EXPENSIVE RESEARCH PROTOCOLS** WITH RESULTS THAT **DO NOT ALWAYS PROVIDE ANSWERS ADEQUATE TO THE COMPLEXITY OF THE QUESTIONS BEING ASKED.**



2. QUALITATIVE RESEARCH USES IN-DEPTH ANALYSIS TO UNDERSTAND HOW A PARTICULAR PHENOMENON IS **UNDERSTOOD BY THE PEOPLE WHO FACE IT IN A DEFINED CONTEXT TO THE DEMONSTRATION OF A COHERENT SET OF POINTS OF VIEW OF A GIVEN GROUP.**



3. QUALITATIVE RESEARCH IS A PROCESS FOR CONDUCTING AN IN-DEPTH STUDY OF A PARTICULAR **INTERNAL EXPERIENCE OF AN EVENT OR STATE, BASED ON THE PERSON'S INDIVIDUAL FORMULATION OF IT.**



1. Lefèvre H, Moro MR, Lachal J. Research in adolescent healthcare: The value of qualitative methods. Arch Pediatr. 2019 Oct;26(7):426-430. doi: 10.1016/j.arcped.2019.09.012. Epub 2019 Oct 12. PMID: 31611145.

Extracting Valuable Insights: Understanding the Healthcare Environment in the US

- **Where Care is Delivered:** Healthcare is delivered in traditional locations, such as hospitals and physicians' offices, **but alternate sites are now available for care:**
 - Urgent care facilities
 - Ambulatory surgical centers
 - Telehealth
 - Skilled nursing facilities
- **What Care is Necessary:** Healthcare is increasingly occupied with the management of chronic health conditions such as heart disease, diabetes, and asthma.
- **To Whom is Care Being Given:**
 - Affordable Care Act has insured 20 million more Americans.
 - **America's population continues to age**, and that means that people will require more medical care



Extracting Valuable Insights: Understanding the Healthcare Environment in the US (Con't)

- **Who is Delivering Care:**

- There is a profound shortage of physicians, especially in rural areas
- Expanded access has made it necessary for more physicians and nurse practitioners to enter the field.
- 27 states allow full independent practice for NPs

- **Healthcare is an Evolving Business**

”We are witnessing shifting expectations for everyone: medical assistant, faculty and resident physician, licensed practical nurse, behavioral health clinician. ***At all levels of experience and expertise, they are called on to change.***” 1

- Fogarty CT, Mauksch LB. "That's why they call it practice". Fam Syst Health. 2014 Dec;32(4):365-6. doi: 10.1037/fsh0000093. PMID: 25485824.



Maximizing Research Depth: Market researchers can positively affect recruiting efforts

1. **Do web-assisted interviews.**
2. **Cull the screeners of unnecessary questions. Honoraria must be commensurate with the length of the interview and their specialty.**
3. **Keep your interviews to 50 minutes. Educate your clients about the dwindling number of doctors willing to participate in market research.**
4. **Offer plenty of evening interview times.**



Maximizing Research Depth: Market researchers can positively affect recruiting efforts (Continued)

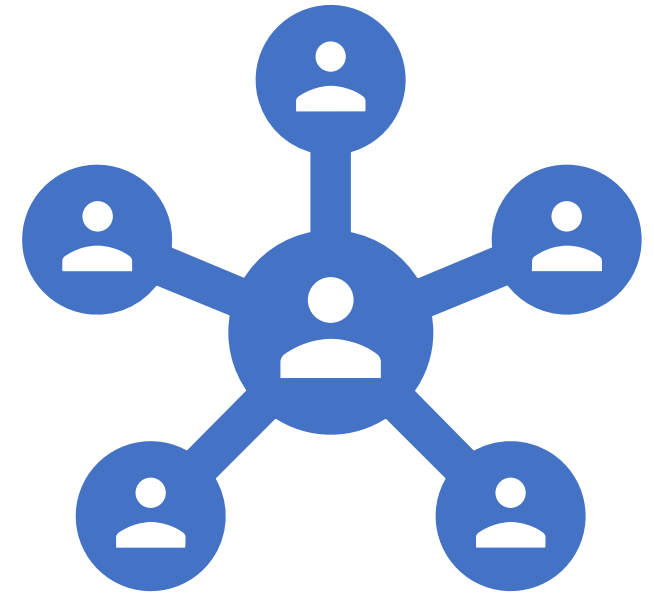
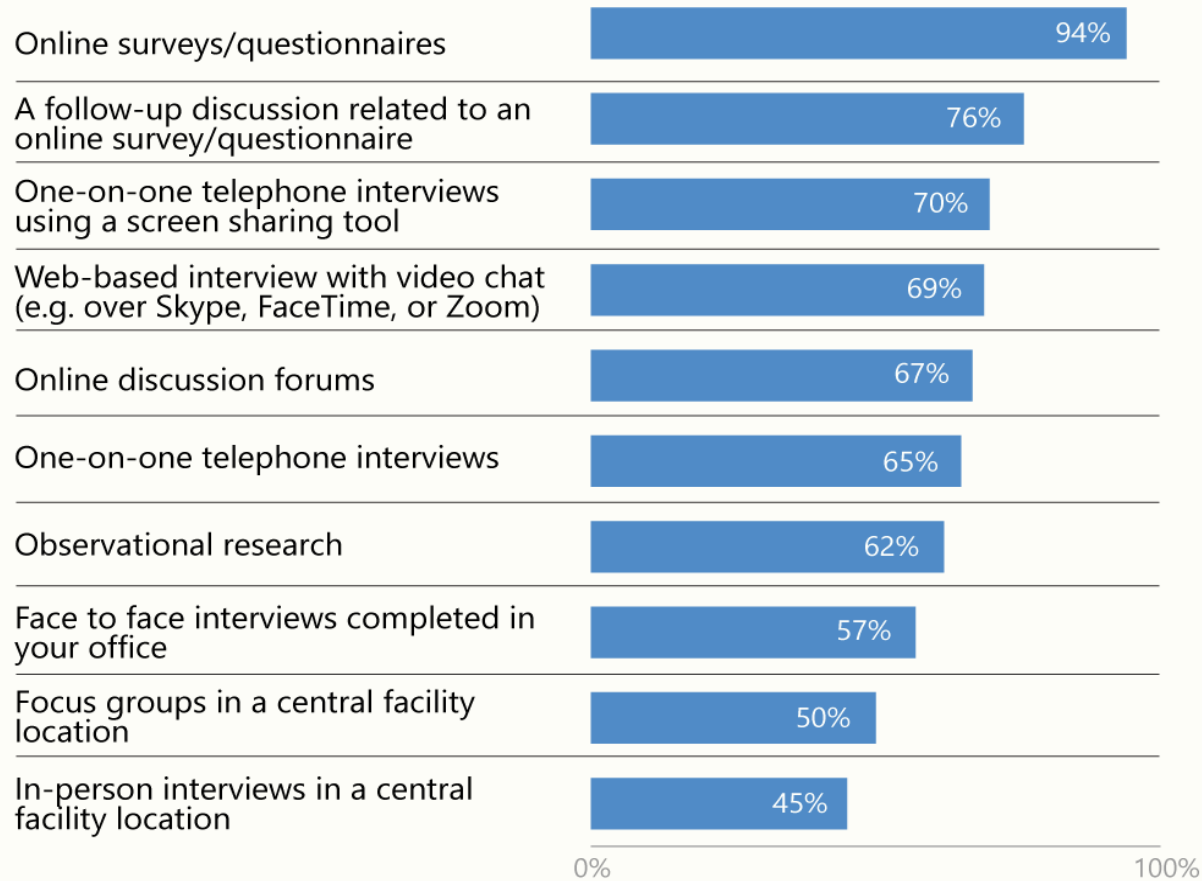


5. **Do your homework!**
6. Even if you have a hard-earned Ph.D., **never introduce yourself as 'Doctor.'**
7. **Provide the physician or NP/PA with an informative interview**
8. **Don't insist on following your discussion guide.**
9. **Keep a list of particularly good practitioners with whom you had a good connection.**

Interest Levels in Different Types of MR Studies

Top 2 Box

As perceived flexibility and convenience decrease, so do interest levels.



Crafting Targeted Questions: Beware the flabby discussion guide!

Define the overriding research objective; make sure every question is related to that objective

- Discuss the actions that will be taken as a result of the research
 - Be wary of the jam-packed objectives study.
- Align questions with expected replies, be ready for the 'unexpected response'
 - Allow time to thoroughly investigate the 'surprises'
- Schedule a walk-through to review the discussion guide with your client.
 - Identify extraneous questions: if a query doesn't directly contribute to a client objective, discuss designating it 'If Time Allows'
 - Suggest a hybrid quant/qual for quantifiable queries
- Review DG after first 3-5 interviews with your client; whittle down questions as needed



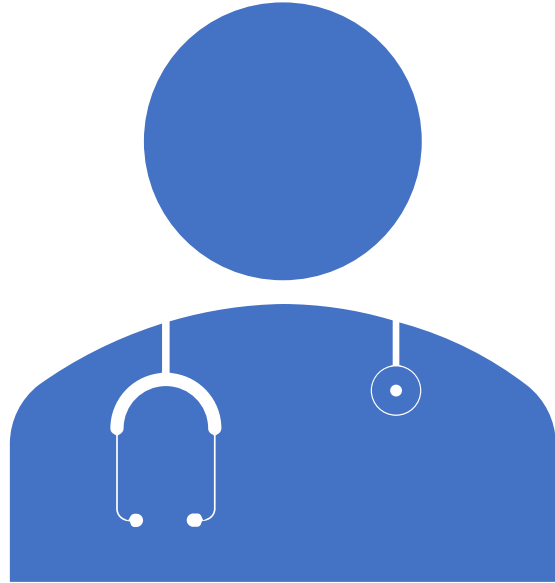
Healthcare Professionals can positively influence healthcare decisions and the development of new treatments

By engaging in medical research surveys physicians and mid-level practitioners they can assist in:

1. Evaluating **patient satisfaction**
2. **Confronting primary care service limitations**
3. Guiding **healthcare screening** policies
4. Addressing **mental health concerns**
5. **Analyzing the effectiveness of new medications and treatments**
6. **Identifying areas for improvement in healthcare delivery**
7. **Providing a comprehensive understanding of the healthcare system.**
8. Providing an **educated firsthand look into the effectiveness of medications, treatment protocols, and overall patient experience**
9. **Enabling pharmaceutical** companies to identify areas for improvement, refine their products and services, and develop strategies to enhance patient outcomes.



Healthcare Professionals can positively influence healthcare decisions and the development of new treatments (Continued)



5. By engaging in medical research surveys physicians and mid-level practitioners they can assist in:
- 6. Identifying areas for improvement in healthcare delivery**
- 7. Providing a comprehensive understanding of the healthcare system.**
8. Providing an **educated firsthand look into the effectiveness of medications, treatment protocols, and overall patient experience**
- 9. Enabling pharmaceutical** companies to identify areas for improvement, refine their products and services, and develop strategies to enhance patient outcomes.

The Big Question: Are they Patients or Consumers?

- Q: How do the insights gleaned from patients differ from those of the very same people when they speak to their role as customers of goods?
- A: **Patients make decisions that may affect the rest of their lives**; consumers can frequently change their minds about goods or services that aren't satisfactory
- A: Patients may be making **decisions that may profoundly affect the lives of their friends**
- A: Patients frequently **make decisions that cannot be reversed and are expensive**
- A: Patients **seek guidance from trained professionals** as they may not have access to understand research materials
- A: They **may seek second opinions**
- A: Patients may be **guarded sharing their health status**; protected by HIPAA but may be reticent to participate in market research. Consumers are more readily open to sharing how they make decisions in the marketplace



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The Data Landscape



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