

Essentials of patient research



Optimizing study design, innovative recruitment
and moderation strategies



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**“Patient research
isn’t always easy...”**

**Strong
emotions?**

Timing?

**Projective
techniques?**

**Sensitive
topic?**

**“...but it is a great
source of relevant
insights”**

We are uniquely positioned to understand your research objective.

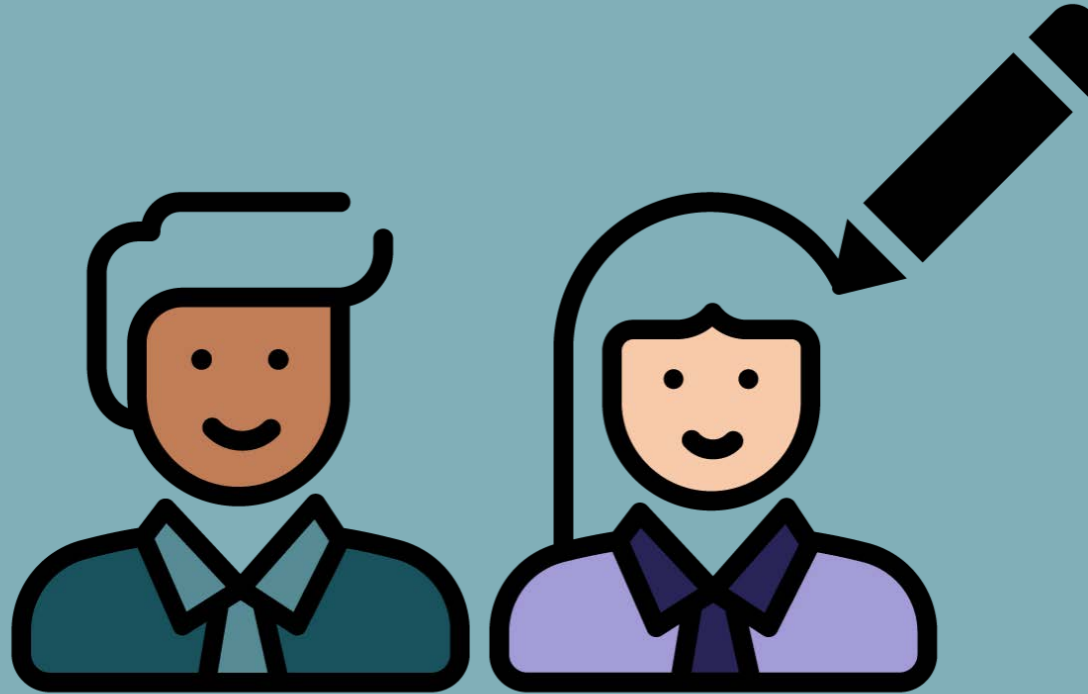
We **add value by calibrating our recruitment effort and moderation approach to fit your study design.**



SKIM

Study design

“Consider your target group and try to visualize them.”



Study design



| Recruitment

“Patients are eager to share their experiences...



...but how do we find and engage them?”

Recruitment



Know the target



Create the profile



Find the real match



Ensure they stay committed

Moderation

“The quality of the data and input that you finally get depends on how skillful and knowledgeable your moderator is”



Moderation



**Manage
expectations**



Storytelling



**Skilfull
connector**



Questions?



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Thank you!