SmartQual in Patient Research

Can digital help us dive deeper into patient emotions?

Janneke van den Bent | June 2018

SKIM

decision behavior experts

We’ve always been able to collect valuable information from patients through qualitive research methods

Over the years, traditional qualitative research methods have become the gold standard in understanding patient’s thought and feelings, behaviors and fears. Through in-depth interviews, creative tasks and homework assignments we have been able create valuable insights into the patient’s state of mind and unmet needs.

However, the traditional methods have several drawbacks that could be improved on

Emotions

Level of detail

Speed of analysis

Cost

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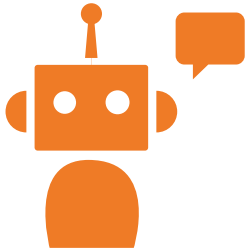
At SKIM, we are currently looking at multiple ways to overcome these challenges

Self-Recorded Videos

Near future initiative



Chatbot Moderators

Longer-term initiative

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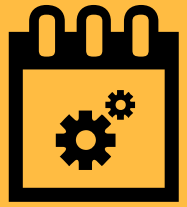
The first initiative we're exploring involves patients completing a range of self-recorded video assignments

Traditional factual assignments

What can you tell me about how your diagnosis came about?



Day to day experience

Over the course of one week, can you give me a short recap of your day?

Show & tell

Can you show me what you biggest, daily recurring struggle is?

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Self-reported videos are already a possibility and could deliver a number of benefits in patient research

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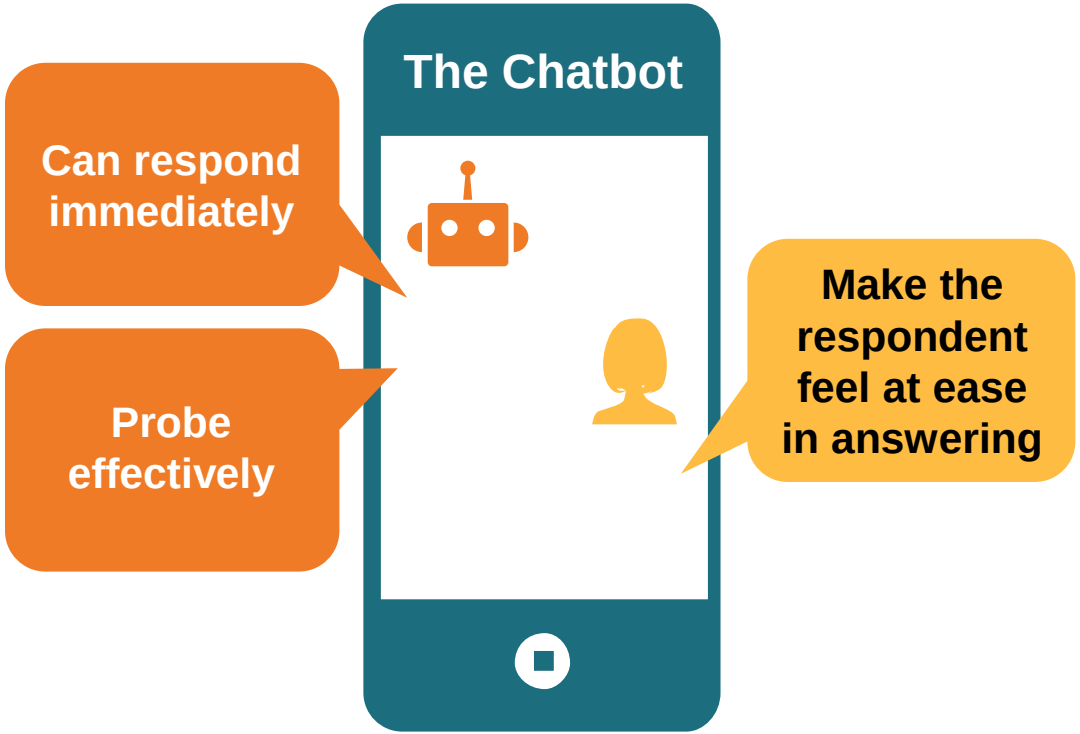
Besides using self-reported videos, we are looking into the possibilities of using chatbots in qualitative research



Our vision is that with a chatbot, we can invite patients to interact with us for a longer period of time, be present in their daily lives and be the first to hear and ask when they encounter difficulties.

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So, what's next…

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