

RESEARCH TECHNIQUES	WHAT IT IS	WHAT IT IS USED FOR
Qualitative Techniques		
Focus groups	Focus Group is a 120 to 180' interview, conducted by a trained moderator among a group of 6 to 12 respondents. Because Focus groups among healthcare professionals rarely exceed 9 recruited individual (professionals individually bring more information). 2 to 4 focus groups are often needed to achieve the research objectives. 1 focus group can also be completed by 4 to 6 individual interviews.	Focus group produces data and insights that would be less accessible without interaction found in a group setting—listening to others' verbalized experiences stimulates memories, ideas, and experiences in participants. This is also known as the «group effect» where group members engage in a kind of «chaining» or «cascading». Focus group is time saving and allows the collection of qualitative information among many individuals in a minimum amount of time. Focus groups are however more expensive than individual interviews in term of respondents' incentives.
Mini groups	Same as focus group but gathering 3 to 4 respondents.	Mini group is less creative but more manageable than a focus group. Among rare and expensive to recruit medical specialties, mini-group can represent a good alternative to a more costly focus group. Mini-groups can be organized as «work sessions» where respondents are asked to build up a demonstration or a communication.
Evolutive mini groups	A series of 2 to 4 mini-groups / work sessions where the insight and conclusions of the previous group is discussed in the next group.	Each mini-group iteratively improves and fine-tunes the output of the previous group. Evolutive mini-groups are used in messaging study in order the build up a convincing and adapted sales representative script.
Qualitative Techniques		
Principal Component Analysis (PCA)	Principal Component Analysis provides a means of displaying both respondents and variables on a two-dimensional map. It is conceptually similar to Correspondence Analysis, but applies to numeric variables (continuous or scale). Combined to Cluster Analysis, Principal Component Analysis allows to visualize the clusters of respondents on a perceptual mapping.	Principal Component Analysis is used in Attitudinal Segmentation studies to display on a two-dimension map the clusters of respondents who share the same beliefs and practices. Principal Component also display the relationships between variables (or correlation rates).
Correspondence Analysis (AC)	It is conceptually similar to principal component analysis, but applies to nominal variables rather than numeric variables. In a similar manner to Principal Component Analysis, it provides a means of displaying or summarising a set of data in two-dimensional graphical form.	Correspondence Analysis is used to make perceptual mapping illustrating graphically relationships between variables. It allows to place on a two-dimensional map respondents categories (gender, age categories, specialties, place of practice, etc.) and respondents beliefs & practices (What they think or do).
Cluster Analysis	Cluster Analysis (or clustering) classifies respondents into homogeneous sub groups. The most commonly used technique in market research is the hierarchical cluster analysis which applies to a series of numeric variables (continuous or scale).	Cluster Analysis is used in segmentation studies (Attitudinal Segmentation and Needs based Segmentation). Segmentation studies identify and describe homogeneous market segments in order to best adapt the drug communication and services offering.

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Multiple Regression Analysis	<p>Multiple Regression Analysis calculate the relationship between one dependent variable Y, which we need to explain and predict, and several independent variables X1, X2, X3, etc. explaining Y. Multiple Regression Analysis can be linear or non linear (logarithmic, exponential, etc.). In any cases, Multiple Regression Analysis provides a regression function (eg. $Y=aX1 + bX2 + c$) and a correlation coefficient r ranging estimating the efficacy of the regression function to predict Y value from X1, X2, X3, etc.</p>	<p>Multiple Regression Analysis is used in attitudinal Segmentation study to provide the scoring system which can individually allocate customers to the identified and described market segments.</p>
Conjoint Analysis	<p>Conjoint Analysis allows respondents' preference for a product category to be broken down into tradeoffs among its individual attributes. Respondents are invited to select or rank some product profiles (cards) simulating possible offers. Conjoint Analysis indirectly calculate the weight of importance of each product attributes in % (Efficacy, Tolerance, Pharmaceutical form, Price, Related services, etc.) and the perceived value (utility) of each level of attribute (Maximum efficacy, Average efficacy, etc.). Conjoint analysis also calculates potential market share (called share of preference) in any possible scenarios allowed by the set of attributes and levels of attributes. Today Choice Based Conjoint (CBC) is the most used conjoint analysis approach for many reasons (better mimic a buying or prescription behaviour, offer more flexibilities and can be administered on-line). However Standard Conjoint Analysis should be used when the weights of attributes and levels' values are required at the individual level.</p>	<p>Conjoint analysis is used to study price sensitivity (in Pricing Study), to simulate market response to new or modified offerings (new pharmaceutical form, enhanced efficacy or tolerance, etc.). Conjoint analysis can also simply analyse your product perceived strengths and weaknesses as compared to competition. Combined to Cluster Analysis, Standard Conjoint Analysis is used to perform Needs Based Segmentation study.</p>