



# PUTTING PATIENTS FRONT & CENTRE IN HEALTHCARE RESEARCH

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# The sensitive and emotive world of healthcare research

- ▶ Very personal topics
- ▶ Rare populations
- ▶ Require rich & detailed feedback



# Getting up close and personal with video



Participants take part in their own homes

Improved ease and speed

The relaxed setting means people speak more freely

Enhanced understanding





# Patient journeys in WM



WHO

15 Waldenstrom's  
Macroglobulinemia  
(WM) patients



WHERE

US sample



How

3 day 20 min video  
diary

60 min web assisted  
TDI



# The experience

- ▶ Improved respondent experience
- ▶ Open, honest and detailed feedback
- ▶ Closer connection to patients

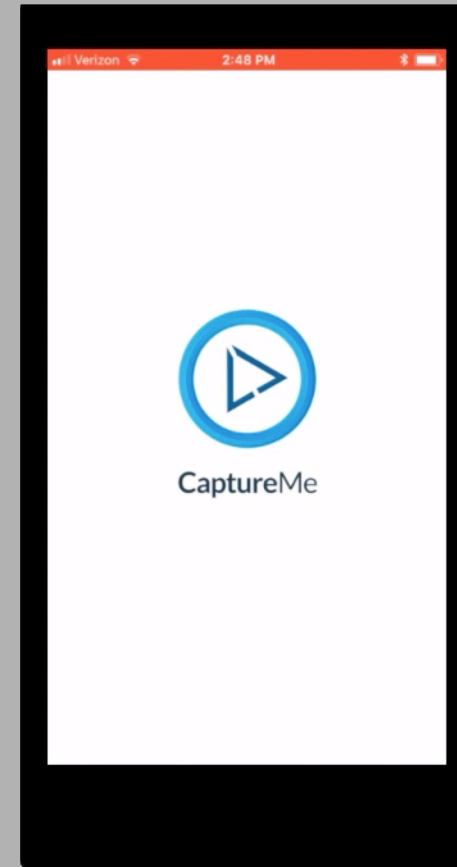


# Using technology to make working with video efficient





Capture content  
upload







# Automatically extract meaningful data

**LivingLens** Media Library Showreels Mobile Users

Search

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Spanish English + Transcript Search 0/0

My last bad shopping experience was with an HP computer. As soon as I bought it, it started having problems. It would crash, restart, and it didn't work well. And... the only thing they told me was to take it there for repairing. Which is a good thing, in theory. But when they returned the computer, it still didn't work properly, even though they said it was working. So, the purchase itself was not a bad experience, but the technical service was, and I was very unhappy with the brand. Because in the end, what I bought didn't meet my expectations.

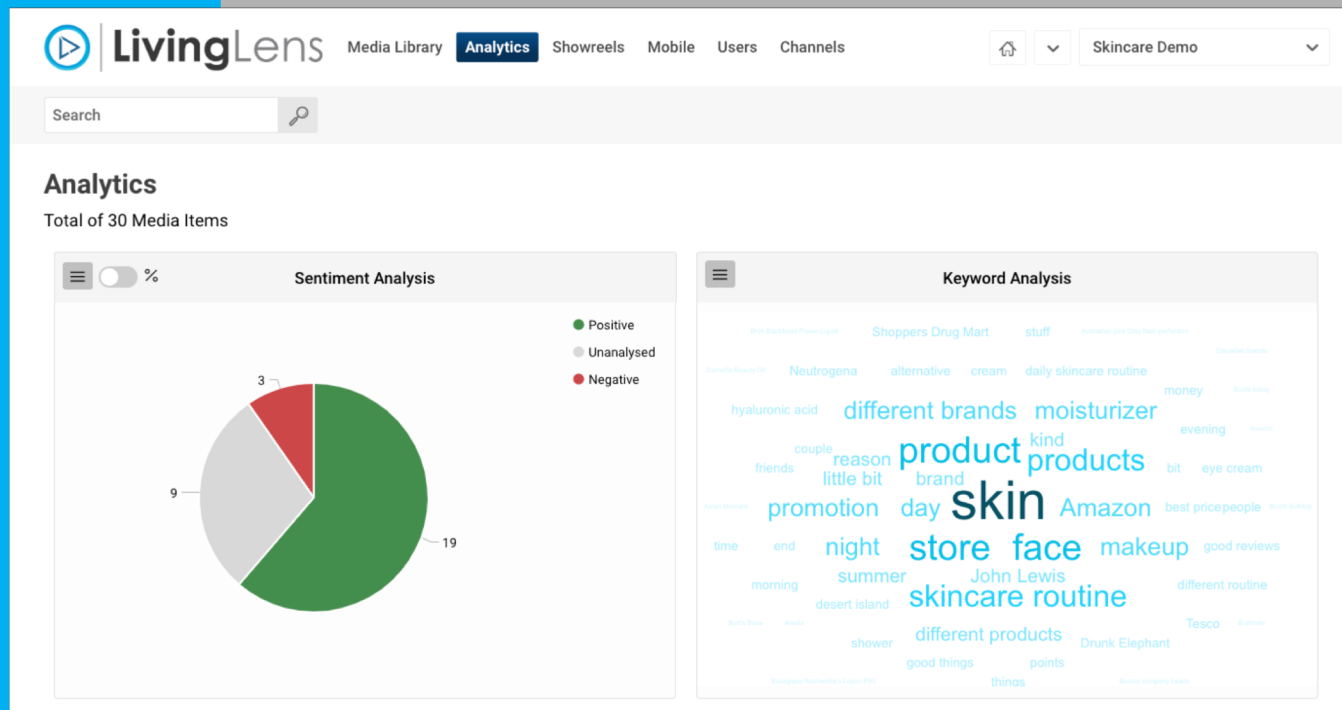
Upgrade Transcribe 46% Negative

Facial Tone Object

00:05

Glasses	
Face	
Eyewear	
Eyebrow	
Blue	

View more objects





Clip key moments to  
create powerful  
insight stories

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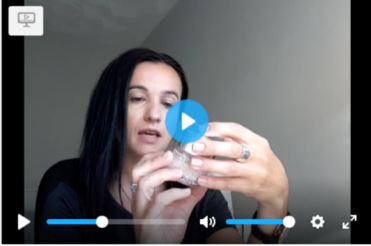
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**Editing Showreel** [Help](#) [Play Showreel](#) [Generate](#) [Delete](#)

**Moisturizer** ✎

**Dryness** ✎ 🗑

1



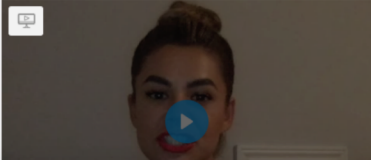
**English (Auto)** 📄 ✎ Transcript Search 🔍

and I actually really liked it . So excited to buy that . It's relatively expensive . I guess it's around . I think this is around 50 pounds and that it does last me quite a long time and it does make my skin feel really really soft and so again I think relative he needs me . I've started using which I really enjoy . And then in the morning I'll follow that with a moisturizer . This is Clinique moisture surge I really like this one actually it's very light on my skin . It doesn't feel that it ...

02:21

**Spending Habit** ✎ 🗑

2



**French** **English (Auto)** 📄 ✎ Transcript Search 🔍

... je ne veux pas gaspiller d'argent, mais je n'ai aucun problème à dépenser de l'argent sur les produits qui ont vraiment un effet sur ma peau et, pour moi, d'habitude je dépense beaucoup plus sur les produits qui sont faits pour la peau, plutôt que le maquillage. Donc j'aime vraiment essayer de nouveaux produits et d'habitude je fais beaucoup de recherches sur l'internet sur ces produits, ce qui fait que je ne suis pas une personne qui ira au magasin et achèterait un produit immédiatement, quand je suis là ...



# Key learnings

## Make a connection

- ▶ People talk about what matters to them
- ▶ Be open and transparent
- ▶ Make people feel at ease



## Add value

- ▶ Augment traditional techniques
- ▶ Consider where video will add the most value
- ▶ Use for richer insight and powerful storytelling

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# Q&A

Find us at stand #104

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