

Mirror Surveys

3 Step Methodology

Objective = Our approach involves comparing the opinions of patients and healthcare professionals in an indirect way



F2F in Depth interviews with patients

- the topic of the medical issue and videoed
- helps us to understand pathology and product perception – Identification of drivers and barriers

Make a Film

- using the patient video, we make a 6-7 min reel with the client
- all the insights we want to show are captured

FG with HC Professionals

- part way thru show the Patient film to Physicians
- doctors often see things differently to patients
- makes them express real opinion freely
- confrontation creates deep insights for the brand