



**What's it like being a: Qualitative Specialist
(Healthcare Market Research Agency)**

What are the main responsibilities of your role?

Planning and conducting qualitative research, such as face to face interviewing and focus groups. Once the interviews have been completed, the results are analyzed and a report or presentation is prepared for the client.

What key skills are required in your role?

To be approachable and have good communication skills as you have to connect with respondents in interviews and face to face research. Also be interested in human behavior as when interviewing it is not just the verbal responses that are noted, also the body language, facial expressions and tone of voice etc.

What is a typical day like in your job?

Conducting interviews or focus groups out of the office at a central location; or analyzing previous interviews or group sessions. Liaising with fieldwork departments to organize forthcoming research and updating clients on project progress.

What are the most enjoyable/most challenging aspects of your role?

It is enjoyable to conducting interviews where respondents give answers which help solve the research brief. The most challenging aspect is respondents who are not very forthcoming with their answers and are difficult to interview.

How did you get into Healthcare MR?

I did a degree in social sciences and was interested in human behavior and healthcare. After graduating joined a qualitative research boutique, then moved into a healthcare research agency.

What are the career/personal development opportunities available?

Move into higher positions such as director of qualitative research or develop new techniques and train junior researchers. Or you could become freelance and conduct qualitative research for different agencies where a specialist is required.

What do you think is the most attractive thing to new comers about your job?

The opportunity to travel and conduct face to face research where you meet lots of different people, rather than be in the office all the time.