



Qualitative Data Collection in Health

Given the complexity of health research, SRBI is qualified to offer nearly all data collection modes. One specialty of the firm is the collection of qualitative data in health. Qualitative data collection can be used to design a survey for a larger sample, refine or better understand an issue, or obtain information that does not need to be representative. SRBI uses cognitive testing to ensure that questionnaires are understandable and obtain the desired information before a survey is launched. SRBI has conducted focus groups and in depth interviews over the phone, face-to-face, and over the internet. SRBI understands the need to use multiple data collection modes and offers all such forms in one firm to better ensure thoroughness and continuity.

Please contact Dr. John Boyle, Managing Partner of SRBI's Health Research Practice, at (301) 608-3883 for additional information.

Examples of Studies Using Qualitative Data Collection:

- Health Professional Treatment and Counseling of Patients with Sexually Transmitted Diseases
- Indigent Care Prescription Programs
- Five State Alcohol Targets of Opportunity
- Anti-lock Brake Systems (ABS) Focus Groups
- Biotechnology and Deliberate Release Focus Groups
- Blood Alcohol Concentration Focus Groups
- 2000 U.S. Postal Commission Study on Workplace Violence
- And many others

Case Studies:

VA Learners' Perception Survey

As a slightly different use of qualitative data collection, SRBI conducted focus groups at Veteran's Administration Medical Facilities after the publication of the results of the VA Learner's Survey. This survey collected the opinions and evaluation of VA centers from the perspective of medical residents who had served part of their residency at the facility. The results were shared with senior staff at each VA facility and the meaning of the results to the facility in terms of what could be done to improve the environment for these residents as well as where the facility had performed well were discussed. The Central VA Training Department determined that these focus groups were the most effective means for disseminating the results and initiating plans to improve training.

Columbia University Center on Addiction and Substance Abuse College Student Focus Groups

As a means to design a questionnaire to better understand drug and alcohol usage among college students, SRBI assisted the National Center on Addiction and Substance Abuse at Columbia University conduct a series of focus groups among college students. These focus groups discussed the sensitive issues of drug and alcohol usage among college students and were conducted near large and small colleges. The findings from the focus group were both enlightening about the issue of drug use on college campuses and helpful to formulate an appropriate questionnaire for a larger study.