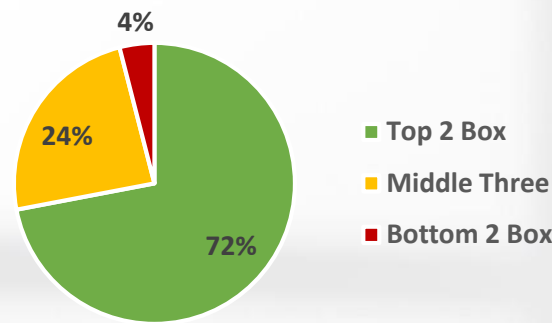


OH NO! Not Homework!

Use It

Saves valuable time during the interviews/groups

How willing are respondents to participate in projects with homework



Poll of panelists (mix of specialists/ pharmacists/ PharmDs) (n=350)

Why are respondents willing?

- **Compensated for their time**
- **Understand the premise of the research**
- **Do it on their own time**
- **Interesting topic**
- **Save time in the interview**

"It will take time now, but hopefully save time later."

Respondents concerns when accepting homework

- **What is the time commitment?**
- **Is the honoraria adequate?**
- **Will it be easy to do?**
- **Will it be redundant/irrelevant?**

"Let's hope it can be done quickly and efficiently, since my time and that of other doctors is valuable"

How is it used?

- **Supplemental data collection, particularly when the data needed are specific and/or mundane**
 - Patient records (most commonly mentioned)
 - Quantitative data (e.g., patient load or payer population data)
- **Preparation for the interview/group, specifically to prepare the respondent of the interview topic, obtain uncontaminated baseline before groups, the task requires thought or specific actions**
 - Pre-read of materials/background information
 - Pre-conference expectations
 - Bring an example of sample packaging

Maximize It

Professionals and researchers concur on best practices, and on the fact that they are not always used

Best Practices

- **Plan Ahead**
 - Know you are going to want to do a homework assignment
 - Get buy-in during screening
- **Provide a Time Estimated**
 - Ensure that the time estimate is accurate
 - Time commitment should be no longer than 30 minutes; 15 minutes or less is best
- **Pay Extra**
 - Outline the homework honorarium separately
 - Increase honoraria proportionately to their hourly compensation
- **Make It Easy**
 - Use a digital data collection method vs. pen and paper
 - Provide simple and accurate instructions
- **Explain the Purpose**
 - Explain why it is necessary
- **Allow Time for Completion**
 - Professionals dislike having a short time to complete the homework (e.g., 24 hours); a consideration when outlining the timeline and when flexing on screening criteria
- **Make it a Precondition**
 - Inform them, clearly, that they will not be able to participate and will not be paid, if they do not complete the homework
 - Require it to be completed 24 hours in advance of the interview
- **Refer to It During the Interview/Group**
 - Professionals report completing the homework, but then repeating similar information during the interview/group
 - Professionals also find it frustrating that it is required to be completed before the interview/group and then not used – then why did it need to be completed beforehand
- **Thank Them!**
 - Make an effort to thank them individually for taking the time to complete it

Failures or difficulties present themselves, according to researchers, when best practices are not followed.

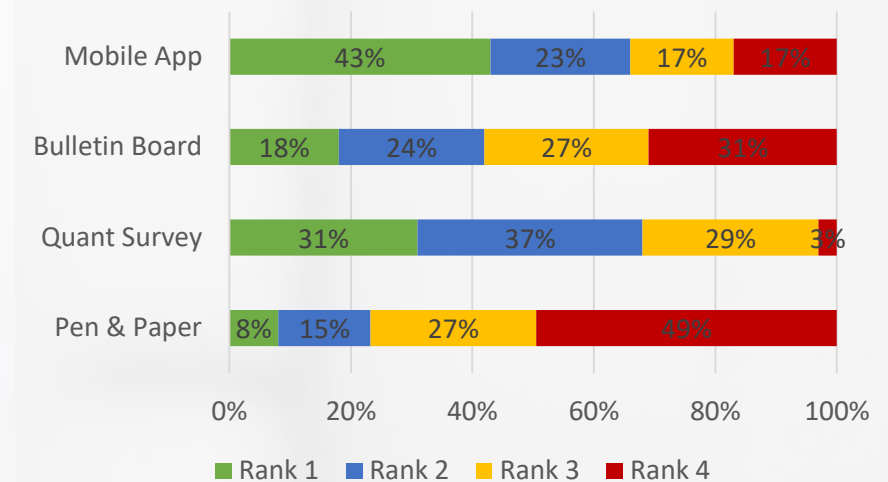
Plan for extra time to manage homework completion, even if best practices are followed; multiple follow-ups are often needed along with occasional reschedules. Respondents even admit to the fact that completing it can be a challenge even when they've agreed to do so.

"I believe the likelihood of completion decreases with the busyness of the professional" - Researcher

"I'm frequently doing it at the last second." - Respondent

Execute It

Professionals and researchers made it clear that digital is the recommended approach, but which digital method...



"I am just dictating all of this which is a lot easier than typing it out or writing it out with a pen and paper. It may not come out with the correct work sequence, but it is a lot easier this way." - Respondent

Poll of panelists (mix of specialists/ pharmacists/ PharmDs) (n=350)

Researcher Observations

The research methodology for this poster simulated homework being done via each of the methods. Based on this experience

For quantitative data, a survey is the easiest but yields the weakest qualitative/open-ended data

- It would have been hard to know the respondent story if this had been the only data collection method
- The survey had 100% completion

For qualitative data, the other methods were stronger

- **Bulletin board/mobile allows for alternative data collection** (e.g., videos, audios, photo uploads), **which can allow for flexibility and be helpful with reporting**
 - Video uploads received mixed reviews from respondents
 - Neither method resulted in 100% completion
- **Pen and paper, while not preferred, did have full engagement and provided robust feedback**
 - But, the handwriting was a challenge

Method:

This poster is based on primary research with physicians, pharmacists, pharmacy directors and qualitative researchers undertaken by Compass Market Research LLC