What is Healthcare Market Research?

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Healthcare market research is carried out within the health and socialcare sector - often with NHS trusts, primary care trusts and other entities such as cancer awareness networks or organisations of volunteers or carers.Â Due to the nature of the health and social care sector, the types of research undertaken by market research agencies is wide-ranging; from large-scale public consultations to small scale qualitative discussions relating to a very specific illness or impedement.

This sector often requires a good knowledge of the topic under discussions, as the symptoms or effects of some conditions can be complicated and difficult to discuss without good prior knowledge. Market researchers should also consider the emotional effects of research in this sector, both on the respondents and on the interviewers carrying out fieldwork.Â

DJS Research Ltd is a leading market research company with vast experience of carrying out market research in the health and socialcare sectors. For more information, visit the company's home page or call them on +44 (0) 1663 767857.

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