



# Your research partners



Effective recruitment of hard-to-reach and rare populations. Secure collection of interview, focus group, and survey data.



In-depth analysis based on careful coding practices using a variety of analytic methods. Expert narrative and visual reporting.

## The Henne Group & MNW Consulting Group

The only research team you need!

We deliver a comprehensive and in-depth approach to understanding patient experience, patient-reported outcomes, healthcare providers' perspectives, and community needs.



### Novel & high-quality insights through...

- Active collaboration with clients
- Careful listening to client needs
- Data collection by an expert team of qualitative interviewers and focus group moderators
- Studies in dozens of therapeutic areas
- Over 100 publications in peer-reviewed journals



Clarify research goals & questions

Interview Guide, Focus Group Discussion Guide

Submit protocol Obtain approval

Hard-to-reach populations Rare disease patients



Define Question



Create Data Collection Tools



IRB



Recruit and Schedule



Data Collection



Data Analysis



Deliverables

In-depth interviews (virtual or in-person)  
Focus groups (virtual or in-person)  
Surveys (online & phone)  
Ethnographies

Code & analyze data  
Interpret research findings  
Monitor for saturation

Abstracts Manuscripts  
PowerPoint Reports  
White Papers

## Connect with us

**THE HENNE GROUP**  
Jeff Henne  
jhenne@thehennegroup.com  
415-348-1700

**MNW CONSULTING**  
Sarah McGraw  
mcgraws@mnwconsultinggroup.com  
203-767-2273

