

WHY DON'T PATIENTS TAKE THEIR MEDICATIONS AS PRESCRIBED?



Qualitative Research: The Focus Group Approach

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WHY FOCUS GROUP QUALITATIVE RESEARCH?

Medical research, like medical care, is moving away from Volume (quantitative response) to Value (improving outcomes and reducing cost). Much greater focus on:

- Engaging stakeholder participation in research design
- Comparative Effectiveness Research

WHEN SHOULD I CONSIDER FOCUS GROUP QUALITATIVE RESEARCH ?

To EXPLORE a clinical questions

- How can we prevent re-admissions for heart failure in our practice?
- Why is obesity on the rise in our clinic?

WHEN SHOULD I CONSIDER FOCUS GROUP QUALITATIVE RESEARCH ?

To ENGAGE Stakeholders in developing a solution

- How can we improve chronic pain management?
- How can we encourage patients to lose weight?

WHEN SHOULD I CONSIDER FOCUS GROUP QUALITATIVE RESEARCH ?

To QUALIFY responses

- What is important to YOU when it comes to chronic pain management?
- What do you feel about end-of-life discussions

WHEN SHOULD I CONSIDER FOCUS GROUP QUALITATIVE RESEARCH ?

To **CONNECT** with patients/providers

- How can we do a better job caring for you?
- Why are you missing your appointments?

Facilitating a focus group: A question-based approach

- Present questions in written form (on paper or through PowerPoint)
- Allow 15-20 minutes per question for discussion
- Do not editorialize or comment on participant responses
- Record participant responses - best to have someone writing notes/summary of discussion as well as record session
- Allow time for summary

What do YOU think makes the practice of Osteopathic Medicine Unique? Consider “traditional” and “current” practices

- *Traditional “unique” qualities*
 - Manipulative therapy
 - Trend towards entering primary care field
 - The Osteopathic examination
 - Treatment of musculo-skeletal problems
 - Osteopathic principles or philosophy
 - Osteopathic education

OPIOID RELATED DEATHS HAVE
INCREASED EVERY YEAR FOR 11
CONSECUTIVE YEARS. HOW DO WE
STOP THIS TREND?

Facilitating a focus group: A Knowledge to action-based approach

- Present information on a problem or issues (on paper or through PowerPoint)
- Encourage participants to explore solutions to the problems presented - allow 15-20 minutes per question for discussion
- Record participant responses - best to have someone writing notes/summary of discussion as well as record session
- Allow time for summary

Narcotic abuse in our community is twice that of other

- *What factors contribute to this observation?*
- *How can we effectively reduce narcotic abuse locally?*

WHAT ARE THE LIMITATIONS FO FOCUS GROUPS?

- Time consuming - requires dedicated time on the part of participants
- Requires training in focus group and qualitative research methods
- Requires training in interpretation of results

Focus group pitfalls

- No one may respond
 - Prepare sub-questions or prompts to engage audience
- One participant may dominate discussion
 - Solicit responses from everyone; keep discussion on track
- Facilitator may “direct” responses
 - Have facilitator practice open-ended questions