

Spotlight On: Qualitative Project Management



Pictured from left: Jesse Sorhagen, Melissa Jones, Jennifer DeLapo, Leanne Frank, Brittany Faraldo, Renee Midulla, Ashley Farabee, Ethan Frank. (Not pictured: Alexandra Grillo)

3 Successful Qualitative Project Management Strategies

1

As An End Goal

Olson Research Qualitative Project Managers have an average of 8 years in qualitative healthcare marketing research. They bring this experience to each research engagement, ensuring objectives are understood and met, clients are kept informed, and fielding challenges are confronted proactively with effective solutions. All of our qualitative experts have been requested for subsequent client projects, a testament to their expertise and strong commitment to exceeding client expectations.

2

As A Precursor to the Quantitative Phase

Effective qualitative research does more than meet its stated objectives; it sets up a quantitative team for success. Olson Research Qualitative Project Managers work in tandem with their quantitative counterparts to ensure projects are transitioned seamlessly, and that knowledge gained via the qualitative process informs the quantitative design.

3

And As A Feedback Closing Mechanism

When the quantitative fielding phase uncovers questions in need of additional clarity or depth of understanding, a seamless relationship with the qualitative team allows for an easy feedback loop. Our Qualitative Project Managers pick up when needed from the quantitative team to ensure the additional research is collected, integrated, and delivered to the client.

Contact Olson Research today to discover how our team can fulfill your qualitative research needs.

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