

Meet The Team



Leanne Frank
Manager, Field Services -- Qualitative

Leanne Frank brings a wide range of experience to her role as Olson Research's Manager, Field Services - Qualitative. Her innate ability to lead by example, cultivate a strong internal team culture and inspire growth and excellence among her colleagues allows our Qualitative Project Managers to delight clients and exceed their expectations.

What do you find most rewarding in your role?

It is wonderful to see our Project Managers' hard work pay off when projects are challenging and how excited they are to please clients and achieve a sense of accomplishment. Our collaboration on how to best get things done help us to become more efficient and learn from our experiences. We have a fantastic group of managers, and I love that I have had a hand in bringing many of them on board, training them, and seeing them grow in their careers and personal lives.

What advice do you have for qualitative research clients to ensure a smooth process?

It is very helpful when clients have a good understanding of the research needs and expectations from the outset so that we can provide suggestions from our experience or alert them to any potential red flags. Qualitative research is typically very time-sensitive, thus by providing realistic feasibility comments on targets and quotas on the front end allows clients to manage their team's expectations prior to and during the research fielding phase.

What are the most common pitfalls encountered when facilitating qualitative research projects? How can these be avoided?

1. Potential limited moderator availability

HCPs are busy during the day with patients, so having early morning and evening time slots for facilitating interviews is imperative, especially for time-sensitive projects. Allowing for multiple moderators can aid this as well. The more flexibility the better.

2. Low incidence rates

If the IR is on the low side, 40% or less, having the flexibility to relax screener criteria may help aid the IR. If unable to relax criteria, having the client review failed screener data for potential use in the research is very helpful and often necessary.

3. Target lists - especially for in-person research

Target lists can be restricting in general, but for in-person research where we are limited to a specific geographic location, this can cause issues. Allowing Olson Research to go off-list and screen internal records for potential use in the research allows us to maximize respondent participation.

4. Home work assignments

If there is pre-work that needs to be completed prior to the research, this can add more back and forth, especially if the assignment needs to be collected and passed on for review. If we are able to program the assignment for online entry, then we have direct knowledge of completion.

What would people be surprised to learn about you?

I love to bake! Although this isn't too surprising for my colleagues in the office to learn as I tend to get reprimanded a good bit for bringing in treats (although I think they secretly enjoy it!).

When I am not working, I like to...

Spend time "relaxing" with my husband and kids. Not sure how much relaxing happens, but life with kids is certainly interesting. And toddlers say the funniest things!

OLSON RESEARCH GROUP, INC.

1020 Stony Hill Blvd, Ste. 200
Yardley, PA 19067
267-487-5500



Olson Research Group, Inc.
Healthcare Marketing Research
21 Years of Industry Excellence