

A week in the life of a...

RESEARCH MANAGER

MedTech – New York

Key tasks for the week ahead

- ✓ Attend a client kick-off for a quantitative SIMALTO study
- ✓ Work on PowerPoint slides for a final report template
- ✓ Lead a pre-test interview with a physician
- ✓ Lead a moderator briefing
- ✓ Run a brief training on link checking for junior staff

Monday

Monday morning started with a pod meeting to discuss all tasks that need to be completed during the week. I then always set time to go through emails and respond to clients regarding project updates and answer any questions that have been raised.

We had previously sent a proposal to a client for a new **SIMALTO*** study. Great news, we won the study, showing that we met the client's goals with our detailed methodology and timelines for the project. We therefore started to commission our agencies and began to write the questionnaire.

***This is a choice-modelling tool used for MedTech studies to overcome the limitations of some traditional approaches to product research**

Tuesday

Throughout my morning I spent time **templating some slides for a final report*** on another project and analysed our data to ensure it will be ready to share with our client.

Today the entire New York team was working in the office, it is always a great opportunity to collaborate with other employees on our projects. We went out for a team lunch, which was enjoyed from the beautiful rooftop terrace of our office building. The afternoon consisted of a couple of meetings about another project I am working on. Sometimes in market research, we can face fielding challenges, so I work closely with our field team to come up with the best strategy for how to move forward.

***As a Research Manager you will prepare and present the majority of client presentations**





Wednesday



Today we had a pre-test interview with a physician. This process allows rigorous testing of our online survey, in order to identify any issues and where improvements can be made before we roll out the official survey to other respondents.

After lunch, with fulfilled energy, I continued the pre-test interview with the physician. The interview went well and meant we had a clear direction about how to improve the survey. I then started to prepare a briefing script for another project, which needed to be completed by the end of the day.

Thursday



Most of the morning was spent organising the feedback from the pre-test interview that I conducted the previous day. The team and I had to thoroughly check all changes to ensure they were all implemented correctly in the survey program. We then conducted further testing and received approval from our project lead that the survey was ready for launch.

In the afternoon I lead an important briefing with a moderator for a qualitative project that is about to go into field. We discussed various aspects of the project, such as our objective, discussion flow, timelines and prepared for the upcoming interviews. A long but interesting and rewarding day, it's always a good feeling to end the day knowing we have made progress with our projects.

Friday



My favourite day of the week; Friday!

I didn't have any external meetings scheduled for the day, just a few internal meetings with my project teams. This morning I **conducted a training session*** with a junior employee about how to correctly check links for quantitative studies. I really enjoy mentoring and helping other employees with their tasks, it creates a healthy team environment.

My afternoon was fairly quiet, which meant I could spend time carefully checking all notes from the week and ensuring all projects were on track to meet our clients' timelines and expectations. We are allowed to finish at 4pm on Fridays if all work is done, so after checking emails one final time, I left the office and met some friends for a well-earned drink!

***An important part of the role of a Research Manager is to train junior staff on various aspects of the research process**



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