

A week in the life of a...

## DIRECTOR – MedTech

### Key tasks for the week ahead

- ✓ Team meeting to discuss tasks and milestones for the week.
- ✓ Work on proposal / vendor bids
- ✓ Brainstorm for quant report
- ✓ Call to discuss RFP
- ✓ Review field status update

Monday

**The week starts with a review of my to do list**, followed by a team meeting to discuss our tasks and milestones for the week. We call these 'Pod' meetings and they are the perfect time to encourage my Research Managers and Senior Research Executives to take the lead in updating the teams regarding the status of each project. This gives them the opportunity to gain confidence in running projects, trouble shooting and driving decisions.

Once project tasks are set, *I work on a proposal that is due later in the week.*\* I'm pulling together credentials slides that showcase Research Partnership's experience in the digital health space for a potential client. I've also received the vendor bids from the Field Team, so need to take time to properly price the study.



\*Typically a proposal can take 1-2 days to write depending on the complexity and client requirements

Tuesday

**I've finished the proposal and passed it to a pod member to proofread**, once reviewed, I will make necessary adjustments before sending on to the client. Fingers crossed we win the job!

Next is a brainstorm session with the team as we have a global quantitative report due soon. To prepare for the meeting, I create an agenda that outlines the goals and key topics to discuss. We need to have an open-ended conversation about what the data is showing us and emerging key themes. I love getting together with the team for these brainstorms to discuss the insights from the study. This also feeds into a very seamless reporting process!



The last call of the day is a weekly project meeting with one of our client's. Not too much to report, so it's a quick call.





Wednesday

*A request for proposal (RFP)\* has come from one of our existing clients* who wants to conduct research into opportunities for a next generation surgical robot. One of the Research Managers will join the call as they will support on the proposal, which is good exposure to be in front of the client. The client needs qualitative and quantitative research, so we talk through a rough plan and ask additional questions about specific targets they are interested in. We also discuss screening and the study timeline. After the initial call, I discuss next steps with the Research Manager.

After lunch, I have a discussion guide to review for a landscape assessment in the endoscopy space. **We will interview hospital decision makers to get a better understanding of their reactions to a new product**, as well as their willingness to pay. I always enjoy these studies – it’s interesting to hear what goes into the evaluation and purchase process.

To finish the day, I have a chat with one of my Senior Research Executives about an upcoming presentation. Although I will take the lead, I would like them to present a few slides, so we decide which ones they will take and I am glad to hear they are looking forward to it!

*\*RFPs can come from a variety of sources, but usually involve building relationships with clients over time to keep them interested in what RP has to offer*

**After finishing reviewing the discussion guide, I speak to the team and suggest adding some additional qualitative exercises.** If they want to discuss on a call, I am always happy to do so.

In the meantime, I review a field status update that one of my Research Executive’s has shared. We’re seeing a high number of terminates at one of our screener questions and the Research Executive and Senior Research Executive have offered some potential solutions. They are great ideas, so I give them the go ahead to move forward.

The rest of the day is relatively quiet, so I use the time to check my to-do-list. Everything is in order with regards to my current projects and proposals, so I start researching some potential new companies to target. Artificial intelligence and machine learning categories are of particular interest, so I look for relevant companies in these areas.



Thursday



Friday



**Happy Friday! I start the day by checking in with my team.** If all tasks for the week are complete, we are allowed to finish at 3:30pm on Friday’s, which is a lovely perk of the job. Everyone is on track with their work, me included, so it looks like we’ll all be out on time to start the weekend!

I have a brief check-in with the Research Manager about the surgical robotics proposal. She’s made excellent progress on the sample, methodology, and objectives slides. In the meantime, I’ve been working on slides that showcase our analysis plan and how we’ll pull together the findings to support the key business objectives. I ask the Research Manager if she’d like to work on some experience slides, and she is more than happy to.

After lunch, I start prepping my to-do-list for the following week. Around 3pm I join a virtual happy hour get together with one of my co-workers / friends in another office. 3:30 pm comes around, and it’s time for the weekend!

**Another fulfilling week at work ticked off.**



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