



Medical Market Research & Quality of Life Research

Dr. Sabine Bielfeldt - Moderator / Psychologist

Sabine Bielfeldt has worked since 1997 in the pharmaceutical industry. She has extensive experience in moderating and managing qualitative studies in the area of pharmaceuticals, health care and medical devices.

Since 2003 she works as independent study manager and moderator.

As a behavioural therapist and experienced researcher, she is particularly skilled at eliciting valuable information even in contact with patients or relatives in special physical and emotional conditions like suffering from severe diseases. For Dr. Bielfeldt market research is “the bright side of psychology” and she enjoys moderating depth interviews, focus groups or workshops.

Thanks to her training as a psychologist, her explorations lead to particularly insightful understanding of attitudes, behavior and implicit conceptual models and themes.

Dr. Bielfeldt’s market research experience includes projects spanning a range of product categories and treatment areas, like cancer, infectious diseases, metabolic diseases, pain, asthma, Alzheimer’s disease, schizophrenia, depression, dermatologic diseases, rheumatologic diseases and several other therapeutic areas. Beside “regular” study designs like concept testing or communications testing, she is skilled in a variety of projective methods, evaluation of cognitive models e.g. for the testing of usability or handling of technical devices, quality of life-studies and patient related outcome. She worked also in studies following an ethnographic approach like interviewing wheel chair drivers on their need and usage of bowel management.

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Further and more detailed information can be found on her website

Experience (examples)

DISEASES:

- **Pneumology:** late stage COPD, mucoviscidosis / cystic fibrosis
- **Rheumatology:** fibromyalgia, ankylosing spondylitis
- **Oncology:** late stage renal cell cancer, late stage breast cancer, lung cancer
- **Urology:** overactive bladder, interstitial cystitis
- **Neurology:** neuropathic pain, MS
- **Infections:** hepatitis C, HIV

TARGET GROUPS

- KOLs
- Physicians: GP, specialists
- Other health care professionals
- Patients, relatives, care takers

STUDY DESIGNS & METHODS:

- Focus groups & Workshops
- Brochure testing
- Positioning
- Communication testing
- Concept testing
- Projective techniques
- Exploratory interviews
- Cognitive debriefing interviews
- Ethnography

HANDLING TESTS

- Blood glucose measurement
- Diabetes pens
- Artificial tissues
- Plasters, dressings
- Irrigation devices
- Subcutaneous injection devices