



## Informatics Breaking News

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### **Observant LLC Launches QUESTRILL®**

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PRNEWswire

BOSTON, April 11 /PRNewswire/ -- Observant LLC has launched QUESTRILL® (patent pending), an online software tool that dramatically improves the speed of qualitative research. Finding that existing software platforms developed in academia fall short when used in some commercial settings, CEO Michael Feehan, Ph.D., and President Richard Durante, Ph.D., the firm's founders, designed QUESTRILL®, a software tool to specifically address the challenges of conducting world-class qualitative research under the increasing pressures of the commercial research environment. According to Dr. Feehan, "Market research groups in pharmaceutical and biotechnology firms increasingly push for speed in the delivery of reports, and the challenge is to deliver rapid insight gleaned through sophisticated analysis, rather than simply reporting 'this is what we heard.'" By its nature, qualitative research produces voluminous data, often in the form of un-coded hand written or typed notes. These data must then be processed and coded by the researcher before and during in-depth analysis. As Dr. Durante notes, "This time-consuming activity can limit qualitative research in circumstances that require rapid analysis and dissemination to address critical issues. The problem is particularly acute in international studies with multiple cities and researchers." The use of QUESTRILL® increases Observant LLC's qualitative capabilities in four ways: (a) minimizes the time burden for all processes (including training, project setup, notes and observations, ad-hoc edits to research parameters, textual coding, queries, reporting and dissemination); (b) maintains the flexibility to accommodate varying researcher preferences for discussion guide creation, note taking, analysis and reporting methods, etc.; (c) accommodates iterative investigation objectives both "on the fly" and post hoc; and (d) makes raw data and annotated coding accessible on-line to researchers and clients in real time.

QUESTRILL is a trademark of Observant LLC, a marketing consulting and research management company serving clients from leading organizations in the pharmaceutical and life-sciences industries worldwide. The firm offers a full spectrum of research and consulting services including analytically sophisticated quantitative studies and best-in-class qualitative research studies. Observant LLC conducts strategic research in North America, Europe, Asia, South America and Australia. Observant LLC personnel have cross- industry backgrounds in consulting and public health and have published extensively on research methods and health science. For more information on QUESTRILL® see [www.questrill.com](http://www.questrill.com), or to contact Dr.'s Feehan or Durante, please visit: [www.observant.biz](http://www.observant.biz).

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