

Lab42 Quant-Qual Mixed Methodology Research

CASE STUDY



How Lab42 implemented a mixed-methodology research project to inform their client's strategies for a new health insurance offering

Introduction

A mixed methods research project combines both qualitative and quantitative research methodologies in order to gain a more comprehensive understanding of the research topic.

This case study highlights a mixed methods research project Lab42 recently conducted for a client. This project consisted of 3 phases, 2 qualitative and 1 quantitative. Qualitative research was conducted both before and after the quantitative research.





PHASE 1: Qualitative 1-on-1 interviews with field experts.

TIMELINE: 7 days

Recruitment for Interviews:

- 5 field experts, identified by Lab42's client, were recruited for one-on-one interviews.

Conducting Interviews:

- One-on-one interviews were conducted with these field experts via Zoom to gather their knowledge and insights regarding the industry.
- Discussion guides were developed for these interviews to ensure all relevant topics that could impact the quant research were covered.
- The interviews aimed to gather insights about the overall industry and specifically about the area our client was interested in, including current status, challenges, opportunities, and the future of the industry.
- Video recordings of these interviews were made available for further analysis.



PHASE 2: Quantitative Survey Research

TIMELINE: 26 days

Survey Development and Programming:

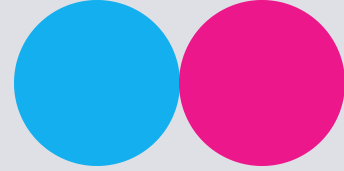
- Lab42 collaborated with the client to create a questionnaire tailored to the research objectives. Input from Phase 1 was used to provide further detail to the topics and questions. This questionnaire included 25 questions.
- The survey was programmed by Lab42, ensuring it was ready for distribution and collection of responses.

Sample and Recruiting

- The target audience for the survey was HR professionals who are decision-makers for their company's health and dental benefits, working in companies with 1000+ employees.
- The sample size was set at 200 respondents, providing a margin of error of +/-6% at a 95% confidence interval.

Data Collection

- The survey, consisting of a mix of closed-ended and open-ended questions, was conducted online.
- The survey aimed to gather statistically significant data on employers' preferences, expectations, and needs regarding employee health insurance plans.



PHASE 3: Qualitative Part 2: Validation

TIMELINE: 18 days

Recruitment for Interviews:

- 10 HR professionals from large employers were recruited for one-on-one interviews.

Conducting Interviews:

- One-on-one interviews were conducted with these professionals via Zoom to delve into more detailed insights about health insurance plan and offerings.
- Discussion guides were developed for these interviews to ensure all relevant topics were covered.
- The interviews aimed to gather more nuanced insights about health insurance plans and offering and uncover further insights about certain topics we saw emerging from the quantitative study.
- Video recordings of these interviews were made available for further analysis.



Synthesis & Final Reporting

Integration of Quantitative and Qualitative Data:

- Lab42 synthesized the findings from both the quantitative survey and qualitative interviews into one comprehensive report.
- This report included key findings and recommendations based on insights from both research methods.
- Lab42 met with the client's executive team to share the data and answer any further questions.



The research was designed so that each phase informed and enriched the subsequent phase, ensuring a cohesive and progressive understanding of the topic. The iterative process between qualitative and quantitative methods allowed Lab42 to develop a deeper perspective, providing the client with validated insights that could be used to inform their strategies for their health insurance product's marketing and rollout.

About Lab42

Lab42 has expanded to offering qualitative solutions to complement our robust quantitative methodologies. Please contact us if you're interested in how you can implement Lab42's Qual-Quant Mixed Methodology Research in your next project.



www.lab42.com



312.685.1242



info@lab42.com



620 N. LaSalle Drive, #308
Chicago, IL 60654

