



MODERATOR/ANALYST BIO – Dimitri DAILL

In his many years of healthcare research experience, Dimitri has conducted qualitative interviews about a broad range of research objectives including: category and brand therapeutic insight and development, emotive drivers, professional and consumer segmentation, new product development and positioning, patient education materials, professional advertising, and exploration of ongoing attitudes and motivations for existing brands.

Dimitri has a very relaxed, affable style of moderating which makes respondents comfortable, whether they are physicians, KOLs, nurses or patients. This establishes an environment which invites engagement from the respondents and makes them fully comfortable.

He has moderated more than 1,000+ physician, nurse, KOLs and patient market research sessions which include the mix of in-depth interviews, focus groups and telephone/internet.

In addition to conducting qualitative interviews, groups and online moderation, Dimitri also works on analysis.

Please find below some examples of pathologies, on which Dimitri worked in 2014-2015.

Ads CONCEPTS

Respondents: Haematologists, Haepatologists, Oncologists, Pneumologists, Urologists, Patients

Methodology: WATIs, TDIs, IDIs, FGs, Bulletin Boards

+ Analysis

ADPKD

Respondents: Caregivers

Methodology: TDIs

BI-POLARITY

Respondents: Patients

Methodology: TDIs

+ Analysis

BREAST / LUNG CANCER

Respondents: Oncologists & Pneumonologists

Methodology: TDIs, IDIs & FGs

+ Analysis

COPD / ASTHMA

Respondents: Pneumonologists & Patients

Methodologies: FGs, WATIs & TDIs

+Analysis

GROWTH HORMONES

Respondents: Caregivers

Methodology: TDIs

INFERTILITY / IVF

Respondents: Gyn. Obstetricians

Methodology: IDIs

+ Analysis

HAEMOPHILIA

Respondents: Patients & Nurse

Methodology: IDIs

HIV

Respondents: Infectiologists, Internists, GPs & Patients

Methodology: TDIs, IDIs

+ Analysis

HTAP

Respondents: Cardiologists, Internist & Pneumologists

Methodology: IDIs, TDIs & Bulletin Board

PROSTATE CANCER

Respondents: Oncologists, Urologists, Radiotherapists

Methodologies: TDIs & IDIs

+ Analysis

TAVIs

Respondents: Cardiac Surgeons & Interventional Cardiologists

Methodology: IDIs In Office

+ Analysis

VISCOSUPPLEMENTATION

Respondents: Patients

Methodologies: TDIs

Please feel free to contact me for any question you may have

Dimitri Daill

dimitri@damos.fr / moderation@damos.fr

+33(0) 677 679 920

REFERENCES 2014-2015



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RESEARCH

