General project concept / rough draft

Expert interviews / literatur research

Interviews and/or focus groups with patients

- Preliminary study: “state of the art”

Generating the relevant characteristics and dimensions

- Selecting the survey design

Survey

Patients

- Internet or paper questionnaires

Quantitative principal investigation

- Selecting the rating scales and designing the questionnaire
  - Pre-test (optional)
  - Patients’ assessment of draft versions (main survey))

Qualitative pre-investigation

- Defining the structure of questions

Data analysis / evaluation

Final report

- Collection and processing of data
- Estimate of benefits
- Segment / market analyses
- Recommendations for implementation