



# The Power of Listening: Reaffirming the Value of in-Depth Interviews with Patients in Healthcare Research

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## BACKGROUND

**CONTEXT:** As healthcare research evolves, patient engagement is increasingly recognized as essential for improving outcomes and ensuring patient-centered care. Among qualitative methods, in-depth interviews (IDIs) are widely valued for their ability to capture detailed, nuanced insights into patient experiences, motivations, and needs. IDIs have long been regarded as a gold standard in qualitative research due to their flexibility and depth of exploration.[1] Despite their potential, the practical application of IDIs is often limited by resource constraints, time demands, and logistical challenges. These limitations can make it difficult to integrate qualitative methods systematically within healthcare research, especially in large-scale studies or resource-limited settings.[1] Recent advancements in technology, including automated transcription tools, virtual platforms, and artificial intelligence (AI)-driven data analysis, have significantly enhanced the efficiency of quantitative research. With these efficiencies in place, there is now an opportunity to reinvest resources toward qualitative research.[2,3]

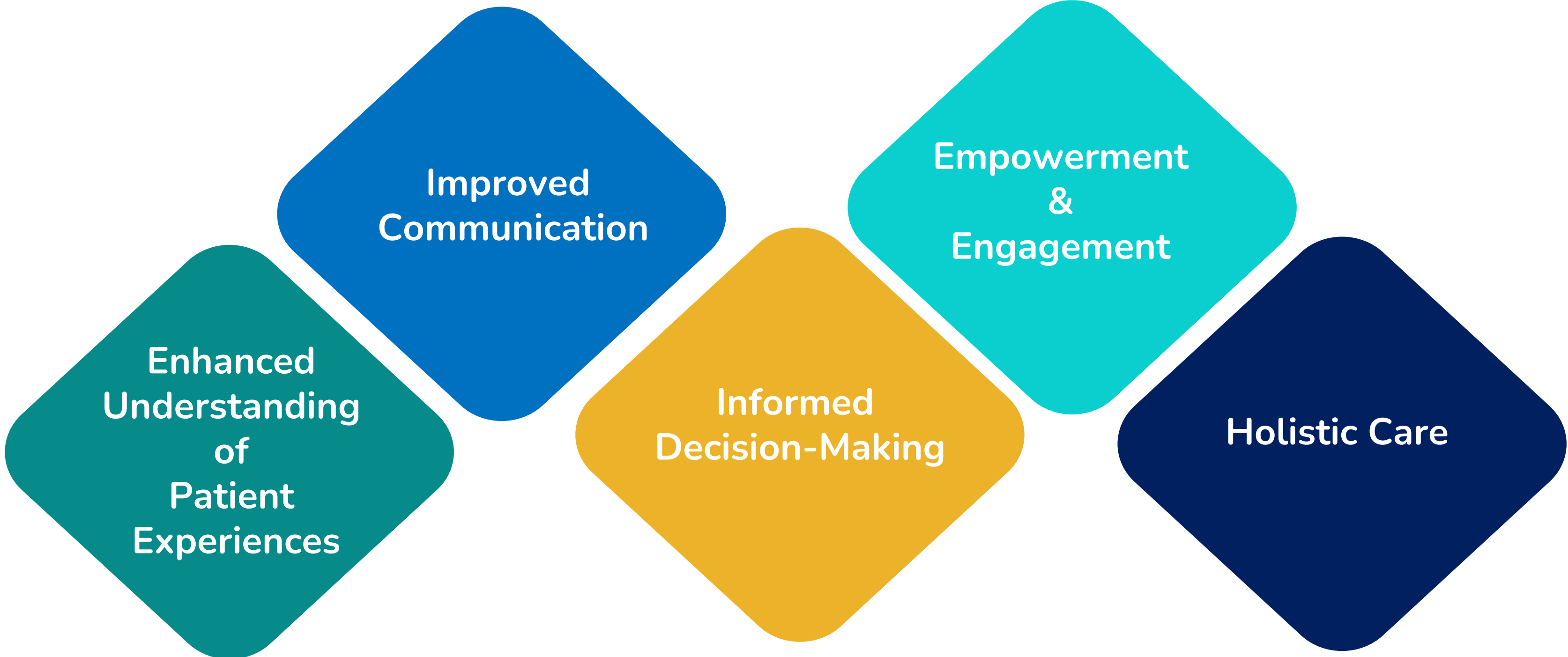
**OBJECTIVE:** This study advocates for traditional qualitative health research methods, particularly IDIs. The objective is to highlight the critical importance of lending an ear to the patient voices in healthcare decision-making and to reaffirm the value of these methods in an era dominated by quantitative data.

**STUDY DESIGN:** Discussions with experts in the field of patient-centered research were conducted to gather their insights on the importance of qualitative health research and in-depth interviews with patients.

The power of listening through in-depth interviews is indispensable. Although well-known, it is often undervalued.

One detailed conversation with a patient can uncover insights across multiple dimensions that profoundly influence every aspect of healthcare decision-making.

## IMPACT OF PATIENT INTERVIEWS ON HEALTHCARE RESEARCH



## KEY FINDINGS

Despite the proven value of qualitative methods, the resource-heavy nature of in-depth interviews has limited their widespread use.

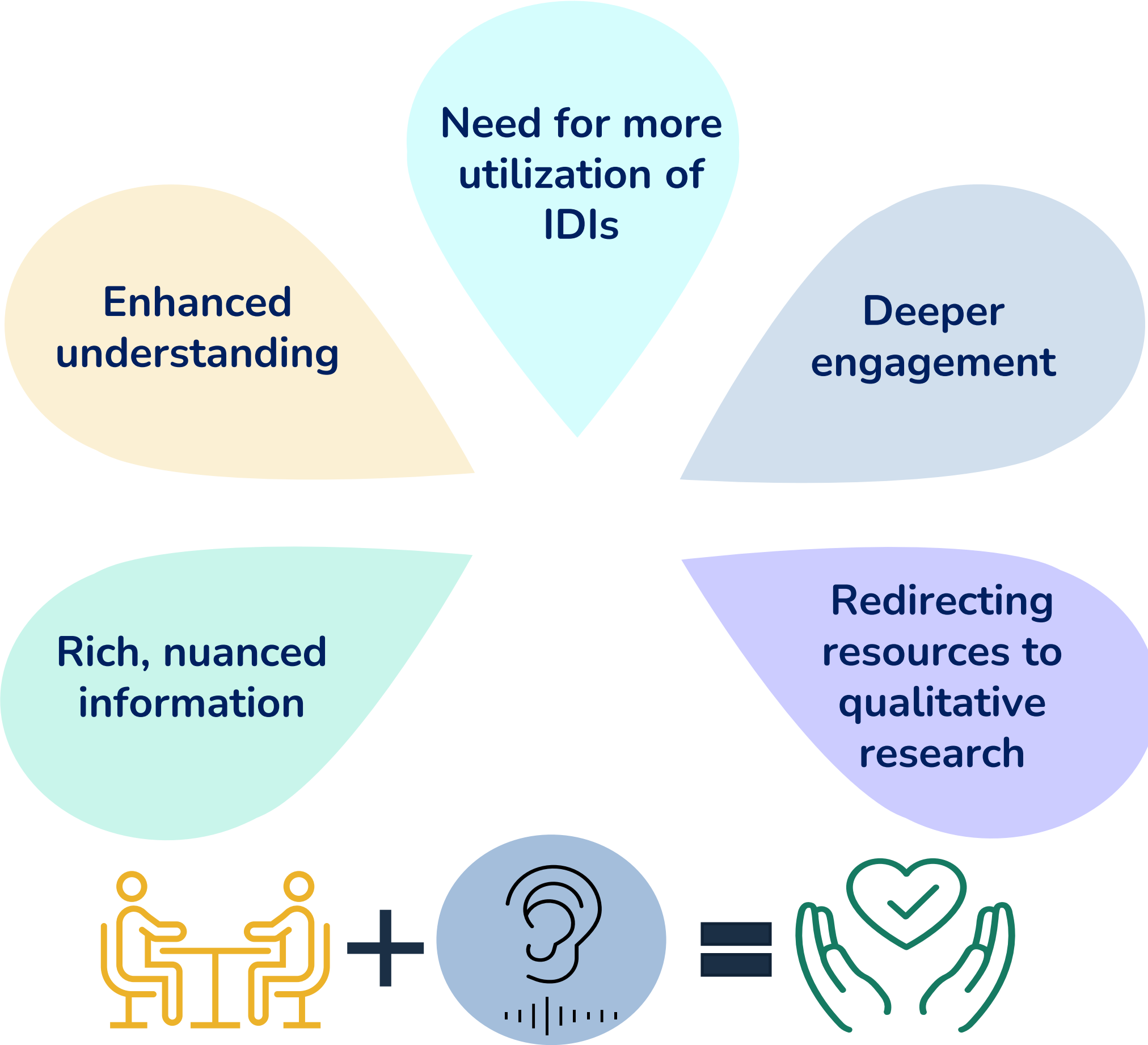
Experts noted that the time and effort required for these methods often result in a preference for large-scale quantitative research.

The qualitative data gathered through patient conversations provide a comprehensive view of the **patient's journey**, offering context and depth to healthcare decision-making.

Participants agreed that these insights support more **personalized and empathetic care**.

Experts highlighted that in-depth interviews capture **complex narratives**, revealing **subtle details** and **underlying motivations**.

This method offers insights beyond numbers, contributing to a more thorough understanding of **patient needs and preferences**.



In-depth interviews foster **meaningful interactions**, allowing researchers to build **rapport with patients**.

Experts emphasized that these interviews enable deeper exploration of **emotions, beliefs**, and healthcare **experiences**, uncovering patient insights that are often missed in survey-based methods.

With the rise of AI and technological advancements, experts **suggested reallocating resources to qualitative methods**.

AI can streamline other areas of research, providing an opportunity to reinvest in traditional methods like in-depth interviews, ensuring that **patient voices remain central to healthcare research**.

### References.

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