

- *Please cite this reference when referring to this paper:*
- Speier, DS, Laing, AW, Hogg, G, Newholm, T, Keeling, D(2008) Embracing Qualitative Research in Primary Care: Challenges and Solutions, Digital Poster Presentation, Society of Academic Primary Care 2008 Annual Scientific Meeting, Galway, Ireland, 10 July 2008.

Embracing Qualitative Research in Primary Care: Challenges and Solutions

SAPC ASM 08, 9-11 July, Galway

© University of Glasgow and
University of Manchester

The University of Manchester
Manchester
Business School



Patients, Professionals and the Internet: Renegotiating the Healthcare Encounter (NIHR – SDO/130/2006)

This research aims to gain an in-depth understanding of how use of internet-based information affects patient behaviours and the relationships between professionals and patients.

“The problem of gaining access to data is particularly serious in ethnography since one is operating in settings where the researcher generally has little power, and people have pressing concerns of their own which often give them little reason to cooperate“

(Hammersley and Atkinson, 1995, p.53).

The Challenges

Despite NHS funding, Research Ethics Committee approval, and Research Governance approval from four trusts, most GPs were not receptive to the research, giving a variety of reasons along the same lines as this one for not taking part: *“With the pressures on time with PBC [Practice-Based Commissioning] and QOF [Quality & Outcomes Framework], I suspect that like us many practices may feel they simply do not have the time and this will frustrate your attempts at recruitment.”*

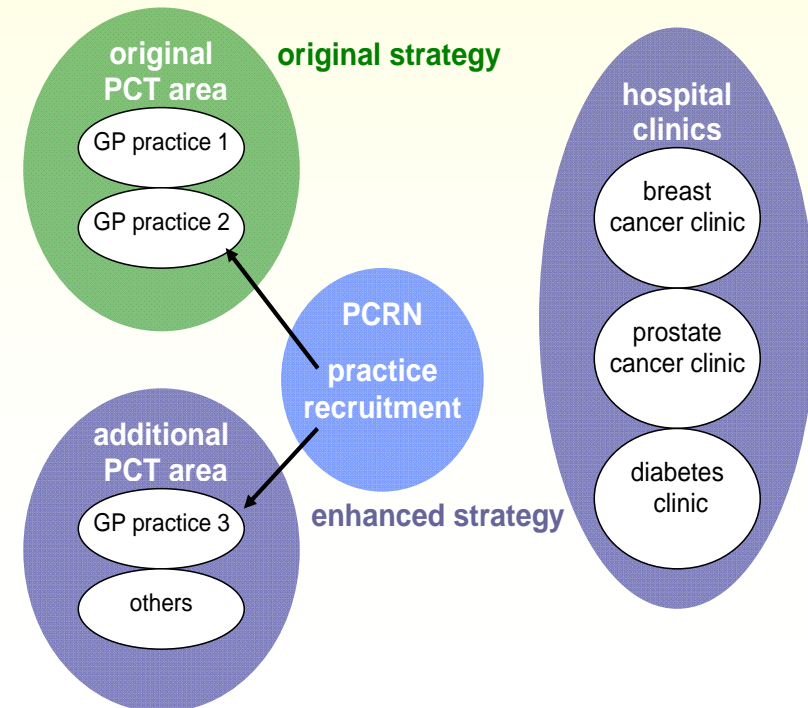
The conditions being studied are: **cancer (prostate and breast), diabetes and depression**

The longitudinal strand of this 5 strand research is following up to 60 patients through 5 consultations with health professionals, focussing on the evolving patterns of the dyad relationship.

The Solutions

Since referral is rapid, cancer patients are recruited through the hospital clinics. For the recruitment of diabetes and depression patients, managed in primary care, more GP practices were needed. The **Primary Care Research Network – North West** has been very helpful, particularly in extending the area of recruitment beyond the original area. This became the enhanced strategy.

R E C R U I T M E N T



“Developing ethnography’s potential specifically for use in health services research is a multidisciplinary imperative” (Huby, et al, 2007, p.194).

Ethnography is a dynamic way to study interactions between professionals and patients when a researcher is present to observe and record the encounter.

Engaging in the culture of health care provision, the researcher develops a rapport with both patients and professionals through observations, supported by interviews and diaries. This is a nuanced form of knowledge production.