

Moderator Bio

Ana Edelenbosch, MA

After my studies in Intercultural Communication at Utrecht University, I started working at SKIM in 2011 as Project Manager in the Healthcare Division. My studies in foreign languages and cultures as well as my experience in international work environments enable me to look beyond the appearances and dig deeper into subjects and this is the way my interest in moderation has grown.

As a Fieldwork Manager for the Global Healthcare team I continue to draw my inspiration from communication and international relationships. As part of my role I am responsible for managing individual qualitative projects covering all stages from costs agreements to proposal writing, developing of discussion guides, moderation, data analysis and client presentation.



Projects moderated include market understanding, concept and ad testing, lifestyle and wellbeing, patient/customer treatment pathways, and patient studies. This also includes a variety of methodologies from the traditional face to face in depth interviews, to web assisted telephone interviews and online bulletin boards.

Healthcare market

The projects I have worked vary and include areas such as Neurology, Diabetes, Oncology, Cancer, Gynecology and Pain management. Interviews conducted range from interviews with general practitioners, medical specialists, nurses, payers and reps to interviews with patients and consumers. Combining strong empathy with an in-depth understanding of the interview topic and objectives is always what drives me.

I consider myself a team player and strict with client requirements and achievement of goals. I have an approachable and collaborative personality which is said to be inspiring and trustworthy, resulting in a natural ability to connect with people.