

## Moderator Bio

## Janneke van den Bent, Msc

Janneke joined the SKIM Fieldwork and Healthcare team as a Research Executive after graduating with a Master's degree in Business Administration, which she completed after obtaining her Bachelor's degree in Cultural Anthropology.

Since joining, Janneke has coordinated and executed qualitative research in various areas, including moderation, recruitment coordination and analysis were applicable.

Projects conducted included market exploration, concept testing, long-running follow up studies, and product development (identifying needs and opportunities).



## Healthcare

During her time at SKIM, Janneke has been involved in research in oncology, dermatology, rheumatology and hematology indications. She's also lent her insights to projects concerning Diabetes type 1, high cholesterol, medical nutrition and MS. Additionally, Janneke has been involved in an experimental study testing the possibilities of Artificial Intelligence in qualitative research.

Janneke has experience in traditional in-depth interviews, Ethnography projects, web assisted telephone interviews and observational analysis. Her background in Cultural Anthropology allows Janneke to create a thorough understanding in qualitative research settings, while also creating an open and warm environment for research participants.

## Doelgroepen

Janneke has worked with several target groups, including:

- Patients and caregivers, including psoriatic arthritis patients, hyperlipidemia patients, and rheumatic patients
- Nurses, including MS nurse specialists, dietitians and dementia specialists
- Physicians, including cardiologists, hematologists, pulmonologists and oncologists
- Consumers, including adolescents

Janneke's aim in any research is to get to the bottom of the story while creating an interesting and stimulating experience for the respondents. She takes a personal and emphatic approach, and knows how to effectively dig deeper. Her curiosity makes her enthusiastic about any and all projects, making her a pleasant person to work with.



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