



THE VR CONSUMER EXPERIENCE

MARKET
DECISIONS
RESEARCH

PEQA 2023

Better Data
Better Insights
Better Outcomes

Brian Robertson, PhD, VP of Research
Candace Walsh, Research Manager

ABOUT MARKET DECISIONS RESEARCH

MDR is a public policy research and evaluation firm based in Portland, Maine. Our work utilizes all in-house resources, including a call center, high-speed scanners for paper surveys, and sophisticated software for multi-mode data collection (online and telephone).

At MDR, we strive to improve the health, equity, and wellbeing of communities. We believe we make an impact with the types of projects we conduct and the people and communities we help. We do this by embracing new ideas and approaches that better serve our clients and allow us to work efficiently and effectively.

ABOUT MARKET DECISIONS RESEARCH

- We conduct quantitative surveys, focus groups, in-depth interviews, and provide advance analytics
- Our methodologies, survey instruments, and reporting products are designed to maximize accessibility
- Our experience provides insight into the processes and needs of vocational rehabilitation service providers and staff.
- We work with VR/OIB clients to design research and provide and present results.

OUR VOCATIONAL REHABILITATION TEAM

Brian Robertson, PhD.

Dr. Robertson has conducted research among individuals with disabilities for nearly 30 years. This includes work with vocational rehabilitation agencies in 10 states.

Candace Walsh, MA

Ms. Walsh has worked on several vocational rehabilitation projects and is well-versed in the specific needs of this population, as well as the policies that drive the services provided to consumers.

QUESTIONS TO ASK WHEN DESIGNING A VR SURVEY

What do you want to learn?

- Satisfaction
- Experience
- Issues, problems or concerns
- Positive feedback on our service
- Information to improve how we provide service
- Identifying potential consumers (businesses)

What do you need?

- Feedback to meet regulatory requirements (i.e. my CSNA)
- An ongoing tool for evaluation

QUESTIONS TO ASK WHEN DESIGNING A VR SURVEY

From which groups do you want input?

- “VR/OIB Consumers”
- Businesses (they are VR consumers too!)
- Vendors that provide services to consumers
- Staff

How do you develop a survey?

This will be determined based on what you want to know and from whom you want input.

QUESTIONS TO ASK WHEN DESIGNING A VR SURVEY

How do you select respondents?

- For quantitative surveys, results should reflect the views of the entire population, not only those taking the survey. Develop means developing a sampling methodology.
- For qualitative research, invite the correct participants.

How do you reach respondents?

- Do you have contact information, or do you need to look to others to provide that information?
- What means of contact do you have to reach a population?
- What is the best method for reaching a population?

QUESTIONS TO ASK WHEN DESIGNING A VR SURVEY

How do you analyze the data and present the results?

- What metrics are important?
- Where are the results to be presented?
- Who are your target audiences for presenting results?

OUR PARTNERS IN RESEARCH

Connecticut Bureau of Rehabilitation Services	Connecticut Vocational Rehabilitation Program at BESB (Board of Education and Services for the Blind)	Florida Vocational Rehabilitation
HireAbility Vermont (Vermont Division of Vocational Rehabilitation)	Maine Division for the Blind and Visually Impaired	Maine Division of Vocational Rehabilitation
Massachusetts Commission for the Blind	Massachusetts Rehabilitation Commission	Nevada Department of Employment, Training, and Rehabilitation
New Hampshire Vocational Rehabilitation	North Dakota Division of Vocational Rehabilitation	Rhode Island Office of Rehabilitation Services
Utah State Office of Rehabilitation		

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