



M3 MAGNIFIED  
SERIES

# MEET JANA RUETEN

ja@eu.m3.com | <https://www.linkedin.com/in/jana-rueten-8a4b782b/>



Jana Rueten has been in the healthcare market research (MR) industry since August 2010. While she didn't plan on a career in MR, she did intend to have a career in healthcare. After studying economics at university, she took an internship in nursing and applied for nursing school. She was accepted to a school in Germany, but because the program didn't start immediately, she decided to go to London to work until her program began.

Upon arriving in London, Jana found a job with a company called EMS, which later became part of M3 Global Research, and she's been with the company since. When she started at EMS, she was tasked with searching the internet for the fax numbers of German dentists for the first month or so. She then moved into a junior project manager role, all while still planning to pursue nursing school.

At the time, the MR field had an exciting startup vibe; everyone was working hard and putting in long hours, but there was an exhilarating spirit that they were all working collaboratively. There were always exciting things happening and every day

brought something new and interesting.

She ended up forgoing the nursing profession to stay in MR and ultimately worked her way through the ranks to become a director of operations for the London office, and most recently, she moved into a new role focused on compliance. Today, she feels her career in MR has provided her a perfect mix of her economic and healthcare passions.

Jana had many unique experiences before beginning her career with M3. For example, she once lived in a car for six months whilst driving all around Australia. In 2005, before she went to university, she obtained a travel and work visa and hopped through various jobs during that time; the worst of those jobs—which only lasted one day—planting zucchini. Another awful job she had was picking pears which was paid with 32 AUD per 500 kilos of pears! She can now appreciate working in MR so much more.

While her mother still thinks she works in a call center, Jana just tells most people who ask what she does for a living that she writes a lot of emails



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and that she looks at rules and ensures that people follow those rules. Rather than trying to explain what market research is, she makes it relatable by describing an example of entering the supermarket and seeing a brand of paper towels positioned in the third aisle at the end cap. She explains that the positioning was not an accident; that a lot of market research went into determining why that placement was best for that product.

Jana enjoys quantitative and qualitative work equally as she enjoys both patient and healthcare professional (HCP) studies, noting that they each come with their unique compliance challenges. She has held several different roles within M3 and she's happy where she is now. She wouldn't want to change roles again, but, if forced to, she would choose to switch to accounting since it also incorporates rules and numbers like her current position.

Jana always seeks to be on top of any new developments in compliance. She finds great satisfaction in knowing that her role enables her to help ensure everyone is trained appropriately, both internally and externally, on the most up-to-date compliance requirements.

While she has enjoyed working with all the people she's worked with throughout her M3 career, Jana credits Director of Operations (EU) Malin Tjus, who has been her boss since she became a project manager, with having the biggest impact on her career. She had only lived in London for three days when she started at EMS/M3. She didn't know anyone in the city, so most of her friends today have been coworkers at M3 at some point, and Malin is one of them.

Looking back over the many memorable moments of her career at M3 Global Research, one project stands out to Jana. It was an internal survey collecting donations for Doctors Without Borders, when an incentive payment wasn't available. She will never forget the great feeling she had when the time came to authorize the payment of £5,000 to the organization.

One thing Jana would like to see transpire to improve the industry would be the launch of a lobbying group that ensures market research is actively considered when new legislation is considered and implemented globally. She sees that MR is often just an afterthought in this regard. For example, when it comes to naming end clients in research and the bias that can introduce,



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or specific guidance when it comes to a legal basis for transferring personal data for adverse event (AE) reporting purposes. Too often market research gets caught under the wider umbrella of interactions between the pharma industry and HCPs even if double-blinded research is done. Preventing this and making certain that market research is understood by all parties would make things easier.

Jana's best advice to someone considering a career in market research is to be sure to keep a healthy work life balance. There is always so much going on, making it easy to work very long hours and that is not sustainable. Additionally, she suggests to always make sure to stay level-headed.

If Jana was not working in healthcare market research, she would still go into healthcare but probably not into nursing, as she had originally planned. Instead, she would likely become a doctor, as she studies health sciences in her free time, currently focusing on mental health and human biology.

When Jana is not working, she can often be found going to "secret cinema", which is a live action role play (LARP), where they tell you what to wear

and where to go but you don't know the story until you arrive.

Jana also loves to travel; in 2018 she visited Korea and Japan and in 2017, she went to Peru. In fact, she recently applied for British citizenship, and on the application you have to list all of the countries you've traveled to; they have space to list 30 countries and she had to go to the next page.

Additionally, Jana is slightly obsessed with German 90s techno music, which everyone in the office can attest to; she travelled to Germany twice last year to see a band called Scooter who have great lyrics such as "respect the man in the ice cream van".

She also considers herself a true geek when it comes to board games—she's played the abstract strategy board game Go for many years and used to take part in tournaments across Europe, despite that she doesn't think she's very good at it.