



Zeldis Case Studies - #1 of 3

Primary Care Settings

Messaging Research

- ✓ One-on-one qualitative depth interviews with physician office medical supply decision-makers to refine messages for credibility, relevance, uniqueness and motivation

Un-met Needs Research

- ✓ Quantitative online surveys with physicians & office staff in physician offices, urgent care clinics & community health centers to validate key pain points and un-met needs for message development



Value Proposition Study

- ✓ Qualitative depth interviews with urgent care physicians and office staff to explore unmet needs and refine value proposition platform messages

Value Based Care Study

- ✓ One-on-one qualitative depth interviews with physician office decision-makers to assess unmet needs in the transition from Fee for Service to Value Based Care reimbursement

Net Promoter Research

- ✓ Quantitative online surveys with physicians and office staff in physician offices to assess B2B customer satisfaction with medical supply purchasing (promoters, passives, detractors) and opportunities for improvement



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Acute Care Settings

Buying Process Research

- ✓ In-person IDIs with Medical Directors in Health Systems to understand challenges in vaccine management in order to develop/inform solutions that would add value to the relationship

Win/Loss Research

- ✓ One-on-one telephone depth interviews with health system decision-makers (VP operations, sourcing, materials management, supply chain) to understand why win or lose Health System business, identify shortcomings in RFP process and offerings, and validate the common top rated drivers of win/loss



Message Research

- ✓ One-on-one telephone depth interviews with health system decision-makers (VP supply chain, quality, clinical integration) to understand which message executions resonate and why and to help optimize marketing language

Positioning Research

- ✓ One-on-one phone interviews with ambulatory surgical care decision-makers (ASC administrator, director, material manager) to understand and refine positioning statements

Un-met Needs Research

- ✓ One-on-one depth interviews with health system decision-makers (VP supply chain, materials management, quality) to understand top pain points now and expected in near future, top external resources to address these challenges, and role or aspirational fit of medical supply distributors



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Post Acute Care Settings

New Product Concept Test

- ✓ Webcam focus groups with Administrators and Directors of Nursing in Nursing Homes and Home Health Agencies, and Owners in Home Medical Equipment agencies, to test a new product concept related to education and training services as a supplier value-added benefit

Un-met Needs Research

- ✓ One-on-one depth interviews with Administrators and Directors of Nursing in Nursing Homes and Home Health Agencies, and Owners in Home Medical Equipment agencies, to explore pain points and role of medical supply distributors to meet these needs



Net Promoter Research

- ✓ Quantitative online surveys with decision-makers purchasing supplies in SNFs, HHAs and HMEs to assess B2B customer satisfaction with medical supply purchasing (promoters, passives, detractors) and opportunities for improvement

Positioning Study

- ✓ One-on-one depth interviews with SNF & HHA Administrators and DONs and HME Owners to explore reaction to client and competitor value proposition and preference for ad executions

Value Proposition Research

- ✓ Qualitative interviews with SNF & HHA Administrators and DONs and HME Owners to explore needs & key supplier attributes & refine Value Proposition ideas