

Research Examples with B-to-B Audiences



METHODOLOGY	<p>Telephone depth interviews with brokers who focus on selling to mid-size employers and have experience with self-insured clients.</p>	<p>Telephone study among office managers, consumers and physicians.</p>	<p>Telephone depth interviews with benefit managers in small to mid-size companies.</p>	<p>Online quantitative research with employers representing companies of varying sizes.</p>	<p>Focus groups with benefit managers and brokers working in/selling to companies with 250+ employees and representing some ASO cases.</p>
	<p>Broker Perceptions</p>	<p>Appointment Availability</p>	<p>Future Benefits Strategies</p>	<p>Employer Mindset</p>	<p>Lean Benefits Plan Assessment</p>
OBJECTIVES	<p>To gain a better understanding of brokers' opinions about the health care market as well as past and impending changes.</p>	<p>To identify offices meeting standards and those who are not regarding metrics related to scheduling appointments with in network physicians.</p>	<p>To anticipate changes, explore goals for post-HCR benefits program, and gauge understanding of and likelihood to engage in specific benefits strategies.</p>	<p>To identify how and why employers use third-parties to obtain employee benefits and support day-to-day benefits admin and other HR functions.</p>	<p>To understand perceptions of lean benefit products, ideal targets for these products, and measure interest in these types of plans.</p>

Recent Physician Research Examples (1 of 2)



METHODOLOGY	<p>Quantitative survey among 1400 physicians who read a particular peer reviewed medical journal.</p>	<p>In person focus groups were conducted among GP/FPs and specialists of a particular insurance network.</p>	<p>Telephone study among office managers, consumers and physicians.</p>	<p>In-depth interviews with physicians and office managers</p>	<p>In-person dyads among physicians and office managers of the same practice</p>
	<p>Physician Segmentation</p>	<p>Provider Journey Mapping</p>	<p>Appointment Availability</p>	<p>Message Development/ Testing</p>	<p>Vaccine Delivery Concept Test</p>
OBJECTIVES	<p>To develop segments based on personal /practice demos, professional attitudes, readership and lifestyle psychographics to estimate future readership.</p>	<p>Conducted journey mapping to understand healthcare providers' experience with health insurance companies. Physicians identified the steps and key pain points.</p>	<p>To identify offices meeting standards and those who are not regarding metrics for scheduling appointments with in-network physicians.</p>	<p>A two phased study to gauge reaction to various messaging approaches and components and to optimize communication and detail strategies.</p>	<p>To gauge market potential for a new delivery approach and assess the impact of value proposition statements, identify strengths/challenges for the concept and identify likely enrollees.</p>

Recent Physician Research Examples (2 of 2)



METHODOLOGY	<p>In-person and telephone in-depth interviews with physicians and office staff in pediatric, GP/FP/IM practices.</p>	<p>In-person interviews with Medical Directors.</p>	<p>Web-Ex assisted telephone interviews with physicians, nurses/NPs/PAs.</p>	<p>Online quantitative surveys with GP/PFs, PEDs, Nurses/RNs.</p>	<p>In-person dyads and triads among physicians and nurses.</p>
	<p>Vaccine Website Experience</p>	<p>Medical Director Journey</p>	<p>Online Calculator Tool Evaluation</p>	<p>Sales Detail Impact Assessments</p>	<p>Vaccine Ideation</p>
OBJECTIVES	<p>To explore experiences, likes/dislikes, advantages, enhancements/improvements/suggestions and opportunities.</p>	<p>To understand the decision-making process, levels of influence, and levels of integration within health systems including those involving quality initiatives.</p>	<p>To explore HCPs understanding / experience with shopping for disability insurance including the evaluation of an online calculator tool available for research and comparison.</p>	<p>Designed to evaluate the impact of various sales details on the Physicians' future behavior, as well as measure physicians' message recall from the sales detail.</p>	<p>To better understand the primary benefits and experiences-based brand characterization of a vaccine from a device standpoint to inform future messaging.</p>