



# Health System Research Examples – 1 of 2

## Message Testing

- ✓ IDIs with Health System VP's of Supply Management, Medical Directors, Director of Quality, CFO's to test messages related to **improving insight and control in non-acute care settings**

## Unmet Needs/Readiness for Value Based Reimbursement

- ✓ IDIs with physicians and office staff in health systems and private offices to understand their readiness and needs for the **shift from FFS to Value Based Reimbursement**



## Medical Director Journey

- ✓ In-person interviews with Medical Directors to understand the decision –making process, levels of influence, and levels of integration within health systems including those involving quality initiatives.

## Vaccine Purchasing Process

- ✓ IDIs with Health System Directors of Pharmacy (DOP) and Health System Medical Directors to understand **decision-making parameters and organizational structure related to vaccine purchasing**

## Value Proposition Research

- ✓ Value prop message testing with health system medical directors, supply chain heads, and hospital lab directors to understand **unmet needs and pain points in the physician office, health system and hospital lab settings**, and the external sources they look to for solutions



# Health System Research Examples – 2 of 2

## Physician Website Evaluation

- ✓ In-person and telephone in-depth interviews with physicians and office staff in pediatric, GP/FP/IM practices to explore website experiences, including likes/dislikes, advantages, suggestions for enhancements/improvements opportunities.

## Healthcare Brand Positioning

- ✓ Focus groups, bulletin board discussions and an online quantitative study among consumers to obtain feedback regarding the potential impact of concepts for new logos, taglines and positioning strategies.



## Journey Mapping

- ✓ In person focus groups with healthcare providers and consumers to understand the healthcare journey in interacting with the health system and health insurance carriers. Research identified the key steps, pain points, and moments of truth.

## Consumer Digital Experience

- ✓ Web-assisted telephone depth interviews with consumers as they navigate a healthcare website to gauge users' reactions to the portal, identify pain points in navigating the site, and suggest improvements.

## New Product Concept Tests

- ✓ Webcam focus groups with DONs in SNFs, Administrators and DONs in Home Health Agencies, and Owners in Home Medical Equipment agencies to assess **interest in resources to reduce avoidable hospital readmissions**