

ZELDIS RESEARCH CASE STUDY:

UNDERSTANDING THE NEEDS OF THOSE WITH DIABETES & DEPRESSION



The Objective

- A major health insurer wanted to understand the specific needs of its Medicare members who are living with both diabetes and depression to determine how it may better support them.



The Challenge

- The health insurer had never conducted research with this population and was uncertain if these members would be willing to participate.
- If members did agree to participate, there were concerns about their willingness to discuss their very personal challenges and health needs.



The Solution

- Zeldis Research conducted in-depth one-on-one interviews at a time that was convenient for members.
- Zeldis' high-touch recruiting partner helped members feel safe and secure in participating.
- Interviews were conducted via webcam or telephone, depending upon the member's comfort level.



The Outcome

- Zeldis' moderator created a connection with members which resulted in deep and heartfelt discussions about unique challenges members face, which led to identifying several opportunities for the health insurer to better meet their needs.
- Members expressed sincere appreciation for the opportunity to participate in the research and were very grateful for their health plan's interest in their well-being and healthcare needs.

“Zeldis Research did another outstanding job on this project. From designing the materials to moderating the interviews and writing the report, the project was executed flawlessly. The internal stakeholders couldn't say enough good things about the insights Zeldis Research was able to glean from the respondents.” (Client Partner)