

The Impact of Custom Research: Actionable Data for Marketing and Experience Alike

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Custom research introduction

- NRC Health's team strives to build relationships and create loyalty between your organization and the people you serve
 - Strategic intelligence
 - Market intelligence
 - Experience intelligence
 - Outcomes intelligence

- Custom research supplements all four of these customer intelligence platforms
 - Focus on the topics important to your unique organization and receive data you can use to enact change or support existing initiatives
 - On Demand and Community Insights



Topics important to your organization

Across all departments and organizational units, data can be used to answer burning questions

MARKETING

- Awareness and perception
- Media behavior and preferences
- Naming and messaging
- Advertising recognition and impact
- Care innovation readiness

PATIENT EXPERIENCE

- Selection process
- Journey mapping
- Communication improvement and preferences
- Promoter and detractor research
- Billing and price perceptions

MORE POSSIBILITIES

- Perception of the organization as an employer
- Community involvement
- Employee usage of the organization
- Academic medical center and/or clinical trial awareness

Custom research tools

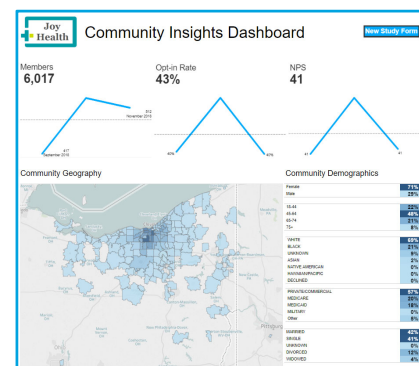
Quickly and effectively complete online custom research using a combination of quantitative and qualitative question types

ON DEMAND

- General consumers
- Patient lists
- Open-link survey distribution

COMMUNITY INSIGHTS

- Virtual community of your patients
- Opt-in process
- Surveys and newsletters
- Dashboard of the community make-up



Benefits of Custom Research

Access to research experts

- Custom research team has completed over 600 projects
- Survey design and launch process allows you to be involved to the extent you desire
 - Objective gathering
 - Survey draft development
 - Programming and launch
 - Fielding
 - Study close and results compilation
 - Report delivery and presentation



Sample source possibilities

REACH NICHE MARKETS

- Target specific populations
 - Demographics
 - Psychographics
 - Geography
- Segment patient communities
- Results segmented by different population types

FOSTER PATIENT ENGAGEMENT

- Your organization is positioned as even more patient-centered
- Patients feel their voices are heard
 - Create, and strengthen, loyalty
- Community Insights newsletters

SUPPLEMENT ONSITE ADVISORY COMMITTEES

- Quantitative research reinforces learnings from qualitative discussions
- Learn which topics or objectives are most important to patients prior to in-person or qualitative discussions

Impact of Research Results

VALIDATE STRATEGIC DECISIONS

- How do you know a decision is “correct”?
- You may know a direction your organization is moving in, but down which path should you travel?
- Answer the “Now What?” question
- Examples:
 - Service line expansion
 - Naming, logo, and messaging testing

ANSWER BURNING QUESTIONS

- Learn about industry trends and how they are perceived in your community
- Determine what the community needs from your organization
- What do consumers want?
- Why are our patients dissatisfied?
- Examples:
 - Telemedicine awareness and introduction
 - Care innovation readiness

Impact of Research Results

LEARN DIFFERENCES BETWEEN POPULATIONS

- Sample sources
 - Patients vs community
- Demographics and psychographics
 - Age, gender, children in household, income level, insurance type, geography, etc.
- Examples:
 - Reasons for satisfaction or dissatisfaction
 - Communication preferences

MEASURE IMPACT OF ORGANIZATIONAL EFFORTS

- Ability to trend data over time
- Facility, service line, advertising awareness and recognition
- Examples:
 - Emergency room misuse improvement
 - Online patient portal offerings
 - Advertising awareness and association

How can your organization use custom research?

Summary

- NRC Health's custom research tools
 - On Demand
 - Community Insights

- Benefits of custom research
 - Validate strategic decisions
 - Answer burning questions
 - Learn differences between populations
 - Measure impact of organization efforts

- Receive actionable data for all organizational departments

Questions?