



# Consumer voices at the forefront

## Virtua Health's strategy for success



Rapid growth and diverse representation



Impact on strategic decisions



Enhanced consumer trust and engagement



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### SUMMARY

Today's consumers have access to more information than ever before—and the power to make their own healthcare decisions. As a result, consumer insights have become a necessity. From marketing strategies that hinge on a deep understanding of the consumer perception to patient experience initiatives based on unique needs and personal preferences, the voice of the consumer is a powerful driver in building long-term loyalty and financial success.

Consumer panels are one way to engage the community, offering a platform for sharing expectations, preferences, and insights that can be utilized to shape services and experiences. But this type of consumer involvement—based not only on listening, but on acting—must be backed by strategy and a commitment to continually engage the right voices.

#### Enter Virtua Health.

Combining unwavering dedication to being a leading health system with deep insights and data through a partnership with NRC Health, Virtua Health has built a robust consumer engagement program that not only gathers valuable insights but also fosters a sense of community and trust among its patients.



“It takes a lot of engagement, and it pays dividends, because then we’ll get higher engagement rates when we send out surveys, and higher participation rates as well.”

—Meagan Mackerer, Director Market Research and Insights, Virtua Health