

MARKETVOICE™ PROJECT SNAPSHOT

BAPTIST HEALTH SYSTEM



RESEARCH FOCUS: COMPETITIVE MARKET DYNAMICS

Qualitative and quantitative research helped uncover a deeper and more nuanced understanding of consumer sentiment in the face of tremendous competitive realities. Deliverables informed key business and clinical strategies as well as marketing and communications programming intended to promote healthcare literacy, bolster brand loyalty, and protect vulnerable market share.

OBJECTIVES

- To understand the healthcare culture and sentiments of patients and caregivers living in a rural market.
- To determine patient and caregiver impressions of (and willingness to use) the system's services.
- To determine patient and caregiver sentiment about the pending entry of a new medical facility directly in their community.
- To measure the preferences and perceptions of a rural market towards healthcare providers—specifically around access and quality of care.

APPROACH

- Qualitative market research utilizing a healthcare ethnographer to conduct one-on-one interviews with targeted consumers and HCPs.
- Qualitative survey(s) targeted at the patient and caregiver within the market.

DELIVERABLES

- A comprehensive Insights & Findings Report that leveraged quantitative and qualitative insights to illuminate the reality of the market at ground level. In addition to detailed insights (that included a short documentary film) the report presented statistics and data that supported the need for a relevant and purposeful messaging campaign in order to protect a significant share of the overall market.



OUTCOMES & IMPACT

Insights uncovered during our research efforts helped Baptist Health System (now Brookwood Baptist Health) develop a clear and sober picture of the market's sentiment towards the new hospital and their pending loss of a segment of market share. Equipped with this heightened understanding, the client was able to protect and grow services lines that treat intensive or critical care conditions while sustaining a loss of market share in primary and urgent care.

LIFT also helped the Baptist envision a strategy to nurture loyalty and awareness for their intensive or critical care services—protecting important market share and bolstering loyalty.