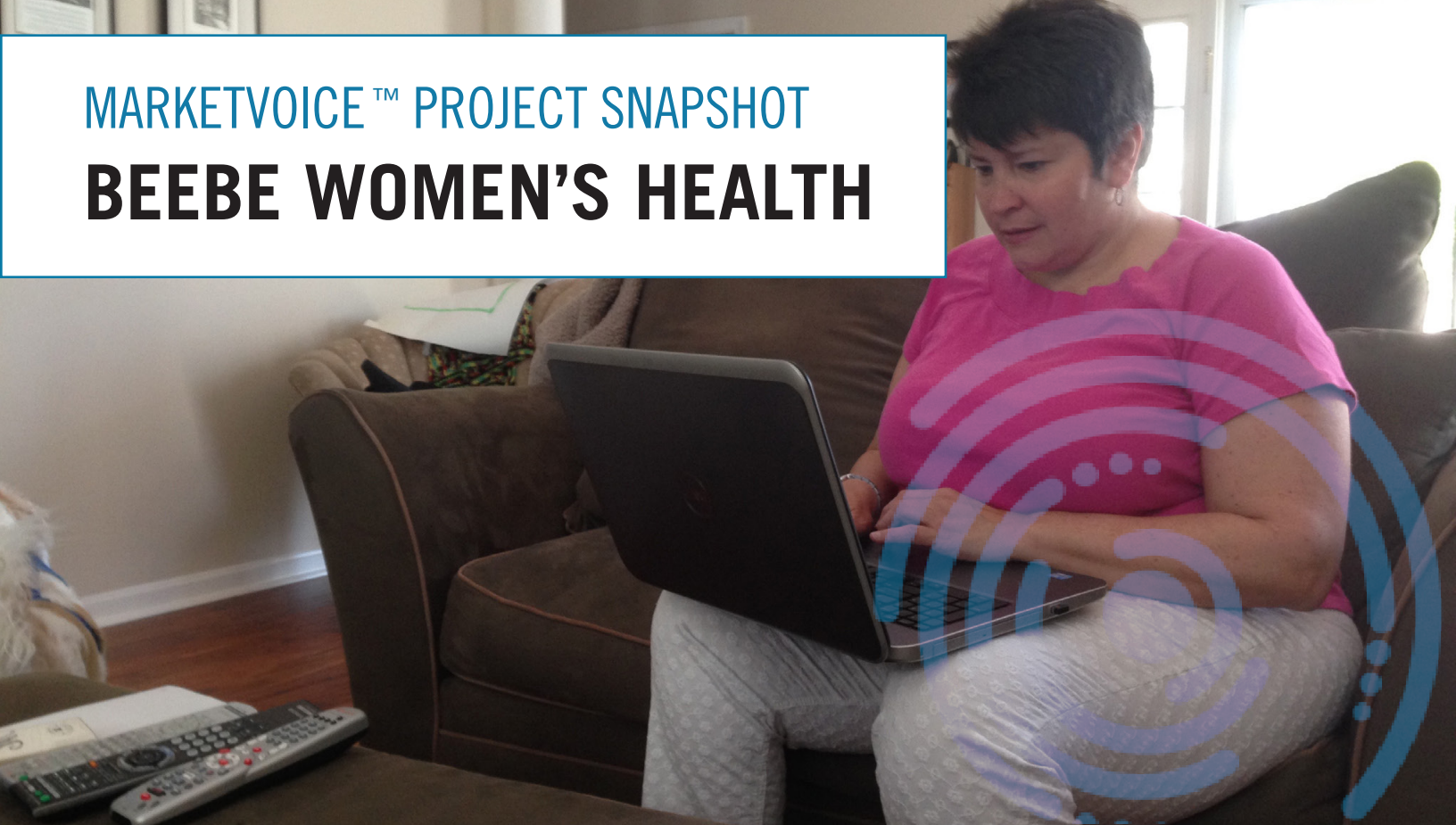


MARKETVOICE™ PROJECT SNAPSHOT

BEEBE WOMEN'S HEALTH



RESEARCH FOCUS: WOMEN'S HEALTH

Qualitative research supplemented traditional market research to inform authentic marketing programming and created a groundswell of support for an insight-led and patient-centric culture across the system.

OBJECTIVES

- To understand the many patient cohorts and personas who make up a diverse and complex hospital service line (women's health).
- To create a strategic roadmap that elevates the service line while protecting and growing utilization of related healthcare services.

APPROACH

- Qualitative market research utilizing a healthcare ethnographer to conduct one-on-one immersive interviews with patients and caregivers; ethnographer-led focused discussion groups with targeted public health and advocacy stakeholders; and, ethnographer-led one-on-one and group discussions with targeted clinical staff.
- Additional study programming consisted of a multi-day on-site design thinking "war room" where insights and learnings were pulled into rapid design workshops to clarify and elevate understanding into actionable strategic concepts.

DELIVERABLES

- A short film providing a very clear picture of the personas and cohorts embedded in this dynamic and important service line.
- A deep and nuanced understanding of the interconnected value of the stakeholders who utilize women's health services.
- A comprehensive Insights & Findings Report consisting of a strategic roadmap that set the groundwork for messaging, content strategy, and a larger outreach to this dynamic and interconnected patient population.



OUTCOMES & IMPACT

Using the Insights & Findings Report as a strategic guide and tactical roadmap, Beebe Healthcare built a comprehensive network of women's health education, support, and care delivery services.

Since completion of the research, utilization of the various services embedded in the Women's Health service line has increased along with patient satisfaction and related scores, resulting in decreased out-migration and protection and growth of an important market segment.