

MARKETVOICE™ PROJECT SNAPSHOT

NICKLAUS CHILDREN'S



RESEARCH FOCUS: PEDIATRIC URGENT CARE

Research performed across patient, clinical, and non-clinical stakeholder cohorts illuminated key “Moments of Meaning” that informed strategic and creative opportunities to improve the patient and caregiver experience.

OBJECTIVES

- To explore and understand the experiences of patients, HCPs, and clinical site staff within the context of a pediatric urgent care visit.
- To uncover insights that will inform marketing and patient support strategies; patient intake experience; clinical interaction and care delivery experience; ongoing patient and parent support (post visit); and urgent care marketing and education strategies.

APPROACH

- On-site observation using fly-on-the-wall techniques to learn about, understand, and document the pediatric urgent care intake and waiting environment and experience.
- Exit Interviews using a consented approach to impromptu conversations with parents observed in the urgent care setting.
- On-site & embedded ethnography to conduct one-on-one in-home interviews with parents and extended family members.
- Journey and expectation mapping to illustrate the parent and HCP journey, with particular focus on intersections of experience and related needs, motivations, and expectations.

DELIVERABLES

- A comprehensive and nuanced Insights & Findings Report focused on the urgent care consumer (and HCP) journey and experience, including highly detailed insights and recommendations.
- The report also included personas, cohorts, journey and expectation maps, implications and recommendations, and a detailed narrative that helped our client understand how to navigate important moments of meaning when re-engineering the urgent care delivery experience.



**Nicklaus
Children's
Hospital**

OUTCOMES & IMPACT

Equipped with a clear and actionable understanding of the service delivery landscape, Nicklaus Children's Hospital was able to begin reengineering the care delivery experience from a position of great understanding.

This research also set the stage for patient-focused marketing and support messaging throughout the urgent care journey—from onset of illness to post-visit support and resources—that has bolstered the service line, nurtured a stronger brand in-market, and sustained revenue growth.