



## Market Directions: Experience in Health Care

### Healthcare Case Study #1

**Market Directions assisted a Health Care Company in setting its customer service objectives and meeting those objectives.**

- An independent, Upstate New York Health Care Services organization with over 50,000 members needed help when its regulators rated them as not up to standard in the area of customer service, including call answer time, hold time and other measurements.

Not only did this health care insurance provider not meet the standards set, they also did not have the technology in place to implement any new call center operations. Additionally, the firm also faced problems with the inability to communicate with clients whose first language was not English.

- Customer Service objectives were set by a regulatory agency and even though the standards were known, Market Directions also did a benchmark study against similar sized firms in the area.
  - Once the firm knew where it stood Market Directions:
    - looked at the skills of the personnel who delivered the service
    - looked at the customer base—determined a demographic profile
    - looked at the technology which assisted in delivery
  - Finally, we made recommendations for implementation which included new technology, training and coaching of customer service reps ..... including management training.
  - Additionally, we put the company in touch with various call center that had attendants who spoke various languages.
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### Healthcare Case Study #2

More than 37,000 people work within the Longwood Medical Area, 15,000 students attend school there, and each year more than one million patients visit the area's hospitals for medical care. This small area generates over \$3.4 billion in annual revenues. COMPANY CLIENT contributes to that success by facilitating the flow of traffic, coordinating development plans, serving as a liaison with the Greater Boston community and acting as a general community planner for the LMA.

And when, COMPANY CLIENT needed an objective third party to benchmark its services against other similar firms, they hired Market Directions who:

- Performed benchmark studies by interviewing key personnel in other firms
  - Computed and reported the results
  - Performs the studies annually for COMPANY for three consecutive years.
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### **Healthcare Case Study #3**

A community-based, multi-specialty group practice affiliated with HEALTH CARE FIRM with fifteen primary care and six specialty practices attended various seminars provided by the major consultancy firms. But when they needed to implement their patient satisfaction measures, they came to Market Directions to objectively implement a survey which gathered data, created metrics to be used today and in the future, and provided the group with the skills and knowledge to implement themselves on a as needed basis.

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### **Healthcare Case Study #4**

Market Directions worked with the health care services of a \$40 Billion insurance firm to “rebrand” some of their health care coverage’s amongst various market segments in Tier 1 cities across the U.S. Market Directions performed focus groups and implemented the project with the following tasks:

- Booked Facilities in the Major Cities including hospitality and refreshments
- Recruited Participants
- Prepare Moderators Guide
- Conduct Focus Groups
- Booked video and audio
- Hired transcript firm
- Report and Analysis of findings

As a result of the focus groups, INSURANCE COMPANY went ahead with its rebranding including marketing communications and product bundling of the services offered.

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Each of the clients serviced above paid a fee to Market Directions that ranged from \$5,000 to \$75,000.

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Often time’s health care marketing is viewed as an invasion into some of the most sensitive areas of people’s lives. However, because health care marketing is one of the ways that advancements in medicine and insurance are made widely known, Market Directions continues to work with clients in the Health Care Industry. However, we are very sensitive to our clients and with most of our clients we sign a NDA – Non-disclosure Agreement. This protects the client and their patients, because we often obtain a copy of patient databases to do some of our studies. Thus, the details of the case studies above may seem ambiguous which is intentional to protect sensitive information that cannot even have the appearance of being handled indiscreetly.

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## **Market Directions *Discover Your Customers***

Market Directions is a full service custom market research firm that helps companies to identify and clarify distinct marketplace opportunities.

Since 1994, we have enabled organizations, both large and small, to understand their customers in new ways. By asking the right questions and analyzing the answers, our unique, hands-on methodology enables CFOs, as well as senior marketing and sales executives, to significantly increase sales and gain measurable competitive advantage.

We do this by using a variety of market research tools—from individual interviewing to broad-based electronic data gathering—and present our clients with new, exciting, and profitable ways to understand their customers and their environments.

Our promise to you? That as a result of our work, you will understand your customers and your business in a whole new way. You will see your products and services as your key customers see them, and, equipped with this critical information, that you will save both money and time, delivering your products to new markets of eager, highly-qualified buyers.

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