

## OVERVIEW

For more than 35 years, MarketVision has provided its clients with innovative design, execution and interpretation of marketing research to deliver fresh consumer insights and market knowledge to clients worldwide.

MarketVision's Healthcare Insights Team includes research professionals working across the spectrum of care with patients, providers, and payers.



## INTEGRITY & CONFIDENCE



### Healthcare Expertise:

- Large Hospital Systems
- Children's Hospitals
- Payers
- Physician/Patients



MarketVision works in partnership with its clients to leverage a variety of quantitative and qualitative research techniques focused on understanding patient, provider, payer and supplier needs and experiences.

## SERVICES

Discrete Choice

Ethnography

Message Testing

Focus Groups

Communities

Tracking

## SNAPSHOT OF RECENT HEALTHCARE RESEARCH

### World Renowned Healthcare System

World class healthcare system wanted to evaluate their patient satisfaction program. Through a series of qualitative in-depth interviews with former patients and a detailed satisfaction survey using multi-modal data collection, MarketVision helped this client understand which factors to focus on as part of their patient follow-up program.

### Health System Tracking Research

For over 20 years, MarketVision has been helping a major hospital health system located on the West Coast evaluate its market position in an ever-changing competitive landscape. The research provides continuity in fundamental knowledge about the market combined with new learning on current topics and issues.

### Other Project Examples Include

**Patient Segmentation:** Creating tailored marketing for healthcare organizations and improved patient experience. For example, aligning segments with CRM systems to improve targeting messaging. Research also helped better understand key growing demographic groups such as The Sandwich Generation.

**Branding Research:** Brand tracking and umbrella branding studies designed to determine the best method for balancing the messaging and branding while leveraging both the local providers and the reputation in the community as well as the expertise and resources of a larger parent company.

**Conversation Connects:** Utilizing a unique qualitative technique to help bridge the gap between patients and providers. Technique allows for improvement in communication at key stages of care including treatment decisions, medication, and compliance.

**MROCs:** Utilizing both strategic and 'agile' research initiatives to support patient-first initiatives for improved satisfaction as well as new facility development.

### Leading Global Provider of Clinical IT Solutions

Through a three-phase research project involving in-person focus groups, in-depth telephone interviews, and an online survey with a conjoint exercise, MarketVision helped this client develop and then refine its roadmap for delivering next generation Enterprise Imaging IT Solutions for multi-facility healthcare systems.

### Top 20 Pediatric Medical Center

Understanding how patients and their families experience care is critical to the success of the outcomes and the support of the medical center in the community and beyond. Using a Market Research Online Community (MROC), MarketVision engaged patients and their families across the enterprise (multiple locations and departments) in an ongoing and immediate dialogue, gaining the patients' and families' perspectives.

