

# Exploring Client Attitudes and Perceptions



CLIENT & RESEARCH FEATURES

## *Client:*

Confidential Healthcare Provider

## *Research Features:*

- Primary Research
- Study Design
- Study Management
- Survey Instrument Design
- Instrument Testing
- Response Tabulation
- Analysis
- Report Preparation
- Presentation of Findings

## *Situation*

- The client's management team believed that patient referrals were declining at a rate greater than what would be expected, given the normal aging of the region's population

## *Approach*

This primary research project helped the client to gain insight into the attitudes and beliefs held by referring physicians regarding the client's outpatient rehabilitation services. The management team approved an exploratory marketing research study to gain a better understanding of the underlying market dynamics. The study consisted of sending a 19-question questionnaire to the physicians who had previously referred patients to the client. The responses were collected, and a report analyzing the results and providing recommendations was prepared for the client.

## *Benefits*

- Recommendations based on the study results included implementing an enhanced customer relationship management application to help track and manage relationships with referring physicians
- Increasing awareness of the client among the referring physicians through various promotional activities, including continuing professional education activities and seminars
- Enhancing the web site to serve as a communications tool and source of information