



*Client:*

Confidential Healthcare Provider

*Research Features:*

- Primary Research
- Secondary Research
- Study Design
- Study Management
- Analysis of Existing Client Data
- Patient Journey
- Survey Instrument Design
- Instrument Testing
- Response Tabulation
- Analysis
- Report Preparation
- Presentation of Findings

# Target Market Identification and Patient Journey Analysis

*Situation*

- The client was making huge advertising expenditures with very little understanding of the target market demographics
- Given the poor understanding of the target market, the advertising and branding was vague and unfocused

*Approach*

This demographic segmentation and patient journey project, which included both primary and secondary research, gathered and tracked various pieces of data about existing patients in order to obtain an accurate profile of the target audience. The project started with a confidential review and analysis of patient demographic data previously gathered by the medical practice. Once an accurate demographic profile of the actual patients was established, a survey instrument was developed to gather detailed information about patient attitudes, perceptions, expectations, and patient journey experiences related to the elective medical procedures offered by the medical practice. The research revealed that the target audience was older and slightly more affluent than originally believed. The study recommendations included focusing the branding message and advertising venues based on more accurate demographic data. Additionally, collateral materials were redesigned, the office was remodeled, and tracking procedures for prospective patients were initiated based on the patient journey findings.

*Benefits*

- The advertising media buy was streamlined to focus on the core demographic
- The elements of the advertising message were revised and focused to appeal to and resonate with the target demographic
- The primary research focusing on expectations and perceptions provided the foundation for the development of the enhanced brand image and improved patient journey