



# Insights and Sound Bites

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*"It's not what you look at that matters, it's what you see." - Henry David Thoreau*

## Need an Insight? Need it Yesterday?

In a perfect world, marketing teams would have unlimited resources – both time and budget, to glean the insights they need to develop the strategy for a brand. However, these days it seems everything needs to be created, vetted, tested, and approved “yesterday”. Traditional market research methodologies generally cannot deliver insights with this kind of turnaround. However, thinking out of the box to develop and utilize variations on these techniques may be just what the brand team needs.

**Objective: Revamp a brand’s communication plan, in one month, to address a change in its business direction.**

**Method: Rapid Insights for Brand Transformation** – a four day process that engages both the customer (e.g. consumer, patient, HCP) and the brand team to gather insights, develop these into distinctive concepts, evaluate refined concepts, and deliver a single/distinct final concept, rooted in customer insights, consistent with business needs. This technique requires a dedicated cross-functional team of brand stakeholders, an uninterrupted commitment to the four day process, and an energy-enhancing location for concept work. Brand stakeholders must approach the process with an openness to the customer’s point of view, and a willingness to break-down hierarchies, risk wild ideas, and reserve judgment.

An example of the four-day process: Day 1: Clients and customers are paired to compare, contrast, & deepen an understanding of experiences, actions, needs, and feelings surrounding the brand/service in question. Day 2: The brand team takes the first day’s learnings to compare, sort, and simplify. The learnings are bucketed into ideas for which concepts are drafted. Day 3: Concept check among brand team and customers to determine if any ideas ‘hit the mark.’ Day 4: De-brief on winning concepts, final refinement, and decision

Why this works: Since this research requires direct interaction with customers, the brand team is more actively engaged both mentally and physically. The stories and thoughts from the customers are felt, not just heard,

which enables the team to not only remember their stories but to become their advocates. The customers, in turn, are genuinely excited to provide input because they see actions being taken based on their feedback.

**Objective: To quickly understand the patient/physician dynamic in order to build a strategy that can influence it.**

**Method: HCP/Patient Observational Research** – a process that integrates both health care providers and patients while minimizing logistics of traditional observational research. This research would be conducted in a focus group facility rather than going to individual physician offices. The process begins with a patient focus group, with the added component of having a group of physicians observing the focus group behind a one-way mirror.\* A second moderator is observing physicians’ reactions in real time. At the conclusion of the group, a focus group is conducted with the physicians to understand what they heard. The process is then reversed with a fresh group of patients watching a focus group of physicians (different physicians), followed by a group to debrief those patients.

Why this works: It would take months to achieve similar conclusions if the research was conducted at the HCPs office due to the complexity of identifying the ‘target’ patient’s appointments and obtaining permissions, not to mention the multiple office locations that may be required. This methodology accomplishes the objective of understanding where there are barriers in communication, misperceptions, or gaps in information. The brand team is able to take these “Aha’s” and craft messages and materials to facilitate and improve the patient/physician dialogue.

*\*All participants are informed of the process in advance and appropriate consents are signed. Efforts are made not to include a patient and their own physician in the same group.*

When faced with a demanding timeline, consider contacting Ladd Research Group to discuss these or other innovative variations on traditional methodologies to get to that “aha” moment fast!

[www.laddresearchgroup.com](http://www.laddresearchgroup.com); contact Cheryl Ladd 513.233.9780 or [insights@laddresearchgroup.com](mailto:insights@laddresearchgroup.com)

Insights and strategies for healthcare marketing