



MOVE BEYOND METRICS

Fuel Positive Marketing and Clinical Outcomes with **MarketVoice**.



MEET SUSAN.



A one-on-one with Susan, and other patients with rheumatoid arthritis, identified specific opportunities to improve patient experience—before they ever entered the hospital.

PATIENT SURVEY RESULTS

Age: 25-34 years old

Ethnicity: Caucasian

Education: Some college, no degree

Marital Status: Married

Preferred Media: Social Media

Service Line: Rheumatology

Satisfaction Ranking: 4/10

Additional Comments: “It took too long to see a doctor about my RA.”

QUALITATIVE INSIGHTS

Our conversation with Susan revealed a number of common themes supported by other survey and interview participants, including the following:

A lack of understanding about rheumatoid arthritis and symptoms in younger individuals. While most participants understand that arthritis is a common condition, they typically see it as being reserved for older individuals who are nearing or past retirement age.



KEY OPPORTUNITY

Education. When many individuals begin to experience common symptoms of rheumatoid arthritis, they attribute them to common short-term illness or injury. Improved education about ‘non-traditional’ rheumatoid arthritis symptoms amongst the community can result in earlier doctor’s visits and improved satisfaction rates.





MarketVoice

from **LIFT**

Your hospital connects with patients long before they step into your hospital, and effectively marketing to them requires an understanding of their lived experience—both in and out of the hospital.

Traditional market data limits your understanding, your team, and your impact. You wouldn't treat your patients like numbers while they're in the hospital—so don't treat them like numbers in your market research.

Framing your marketing strategy with equal emphasis on human understanding and digitally-collected data points provides critical insights behind the decisions patients make—transforming data points into the voice of patients you serve.

Fuel strategy, optimize your investments, and build a better brand with MarketVoice, a novel mixed-methods market research and patient-centric insights program.



Meet MarketVoice®, a novel mixed-methods market research and patient insights program that empowers hospital and healthcare marketers with stakeholder understanding and fuels positive marketing and clinical outcomes.

To learn more visit www.lift1428.com.



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