



AUGUSTUS



CASE STUDY | B2B+B2C CUSTOMER PREFERENCE RESEARCH

Client's Challenge

The Client, a Midwestern physical therapy provider with multiple locations and diverse specialties, desired to understand why their customers chose them instead of their competitors and where there was opportunity to capture additional patient volume. Their customers are both B2C - patients and consumers, and B2B - providers including Orthopedic and Primary Care. The Client desired to care for more people but wanted to understand if the opportunity was through expanded hours; additional locations; more specialties; new program and/or service development; and/or stronger referral relationship with provider groups through increased trust and understanding.



Augustus' Solution

With a focus on the The Client's goal to care for more patients needing physical therapy and rehabilitation through understanding what is most important to their customers, Augustus developed research to understand those critical choice factors for both patients and providers. We worked with The Client leadership to develop an Action Plan for their strategic and operational goals. Augustus recommends The Client re-survey both patients and providers after one-year with complete survey, as well as regular simple surveys on key questions that can be integrated into their care delivery.

Timeline

	OCT	NOV	DEC	JAN	FEB	MAR	APR
P1	ASSESSMENT						
P2		SURVEY					
P3				ACTION PLAN DEVELOPMENT			

Deliverables

Augustus provided all work-products, which included:

- Completed Consumer Preference Survey
- Consumer Research Results
- Provider Research Results
- Action Plan for ongoing strategic, operational, product/service, and communications planning and measurement

Impact on Client's Business

Armed with insightful research, The Client's was able to evaluate strategic and operational opportunities quickly and decisively. The Action Plan, uniquely designed from The Client's research and best practice strategies, will be used by The Client leadership to will decide, measure, empower and communicate with their entire team regarding the goals being supported, added, or no longer being considered. The result is greater efficiency and effectiveness in the achieving desired growth.