



AUGUSTUS



CASE STUDY | COMMUNITY PROFILE + CONSUMER PREFERENCE RESEARCH

Client's Challenge

The Client, a non-profit health system with a large physicians group located a distance away from a system-owned hospital, was at a critical point for growth. The Client needed to understand who the community was, their thoughts on The Client, along with ways to engage the community in meaningful ways that aligned with The Client's strategic growth goals. The Client was considering options of building a freestanding E.D. or an ambulatory surgery center. The Client was unsure on their Net Promoter Score in the community, what possible location would be the best choice, and if there was enough consumer preference to see an ROI on the expansion.



Augustus' Solution

Simultaneous to The Client engaging in a financial feasibility study, Augustus worked with The Client's leadership group to develop a research-based plan to improve patient sentiment and loyalty. We began with a Community Profile to understand priority conversations in the community and other stakeholder groups. The Community Profile showed unique personas and engagement opportunities. Armed with this insight, The Client supported consumer preference research aimed at understanding the patient preference for The Client and their competitors in the marketplace. Additionally, the survey provided clarity on the expansion options and the location of loyal brand ambassadors. Finally, Augustus worked with The Client's marketing team to translate key research findings into messaging for The Client to use in future internal and external communications.

Timeline

	COMMUNITY PROFILE	AUG	SEPT	OCT	NOV	DEC
P1						
P2		ASSESSMENT				
P3				SURVEY		
P4					PLANNING	

Deliverables

- Augustus provided all work-products, which included:
- Community Engagement Report/Community Profile
 - Engagement Opportunity Radar
 - Consumer Preference Survey
 - Key Findings for ongoing strategic, operational, product/service, and communications planning and measurement

Impact on Client's Business

With the results of Augustus research, The Client was able to clarify fact over fiction in what they had been hearing internally and externally regarding preference for The Client and the competitors. This knowledge allowed them to more purposefully consider resource utilization in the market - removing the option of decreasing services and instead consider how to better capture the market demand. The Client was able to prioritize which option, Freestanding E.D. or Ambulatory Surgery Center, made the most sense for the community. The Client was also able to determine a phasing structure that would respond to growth opportunities while providing a sustainable ROI.