

Custom Research to Support Customer Relationships

Engagement	Health Strategies Group: Deliverables
Client wanted to better understand the factors that lead to successful, mutually beneficial relationships with target medical groups; annual research effort	<ul style="list-style-type: none"> Assessed the client's target systems of care to define operational characteristics, priorities, and market trends from year to year Evaluated qualities of trustworthiness perceived by medical groups
Client wanted to improve the effectiveness of their sales force for a specific product by evaluating top performers	<ul style="list-style-type: none"> Identified what activities and approaches differentiated the client's top-performing representatives Validated best-practice behaviors with physician assessments
After implementing a new sales model, client wanted to assess rheumatologist perceptions of their company/ sales representatives and compare them to the previous year's perceptions	<ul style="list-style-type: none"> Generated a prioritized list of behaviors, knowledge, and support resources that are most important for the client's representatives Assessed the company's image and impact on representative relationships Recommended strategies to improve representative performance
Client wanted to engage key decision makers at health systems in a dialogue to identify opportunities and approaches to create value-based relationships	<ul style="list-style-type: none"> Increased the client's understanding of health system executives' goals Identified approaches for expanding customer relationships and advancing value- and outcomes-based contracting
Client wanted to improve the effectiveness of their account team by capturing MCO customer perceptions of the company versus their competition	<ul style="list-style-type: none"> Identified the messages with the strongest recall for three key products Provided insights into customer perceptions of the client Assessed the overall effectiveness of the client's account team
Client wanted to increase the number of payer and integrated delivery network (IDN) key accounts with which they have collaborative or partnership relationships	<ul style="list-style-type: none"> Identified optimal account management activities and processes Assessed barriers to improving the client's payer and IDN relationships Recommended changes to the client's account manager role
Client needed to identify and improve effectiveness in key commitment drivers and related institutional competencies among their hospital representatives	<ul style="list-style-type: none"> Provided baseline perceptions of hospital representatives' performance at the company level as well as a repeatable process for assessing changes in performance Made recommendations to improve performance
Client needed to develop a strategic vision and goals for industry associations as well as criteria for prioritizing and evaluating those relationships	<ul style="list-style-type: none"> Developed criteria for use in evaluating industry associations Assessed industry managed market organizations and opportunities to align with client's goals