HEROPHANT **INSIGHTS AND STRATEGY**

HEALTHCARE LEADER STUDY

PROJECT SAMPLE



Process

Client & Prospect Feedback Interviews from existing clients and review of customer data collection

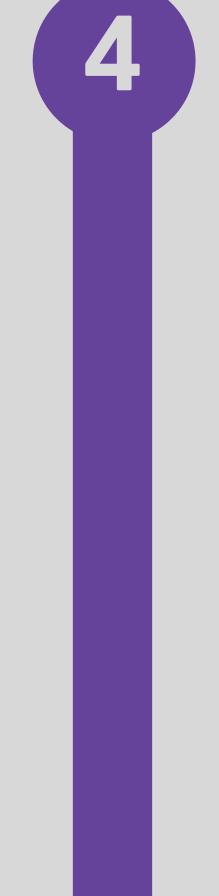
Stakeholder Conversations Sessions with internal employee team on state of business performance

Digital Review Website and social analytics, marketing performance

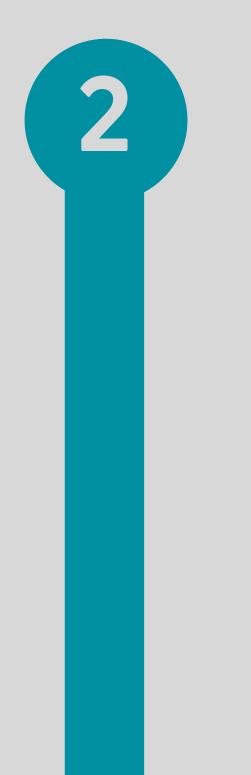


Third-Party Study

Survey with 260+ prospects who meet the profile of a desired customer



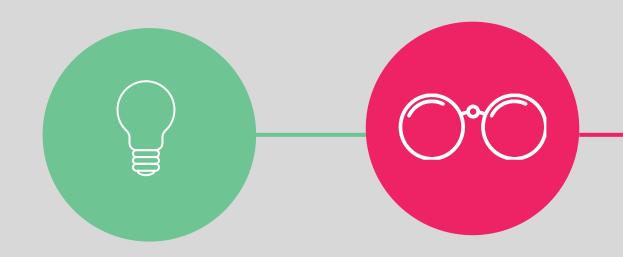




We identified six critical phases of the purchase process.

Discovery A shortlist of potential

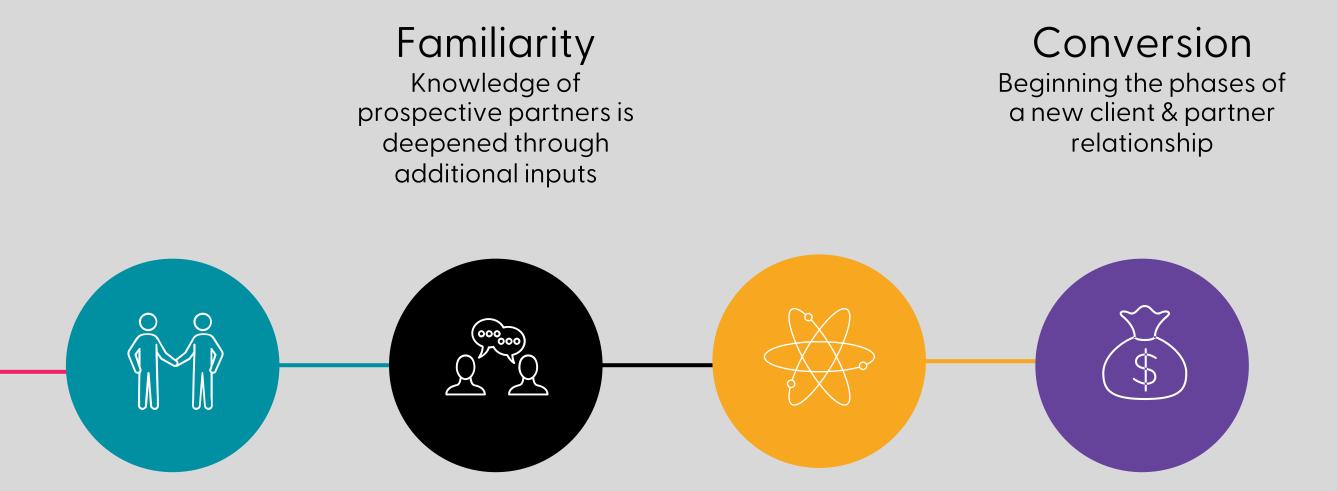
partners and solutions is compiled



Problem Aware

A research process begins after an internal or external catalyst suggests a new or improved solution is needed

Prospect Experience



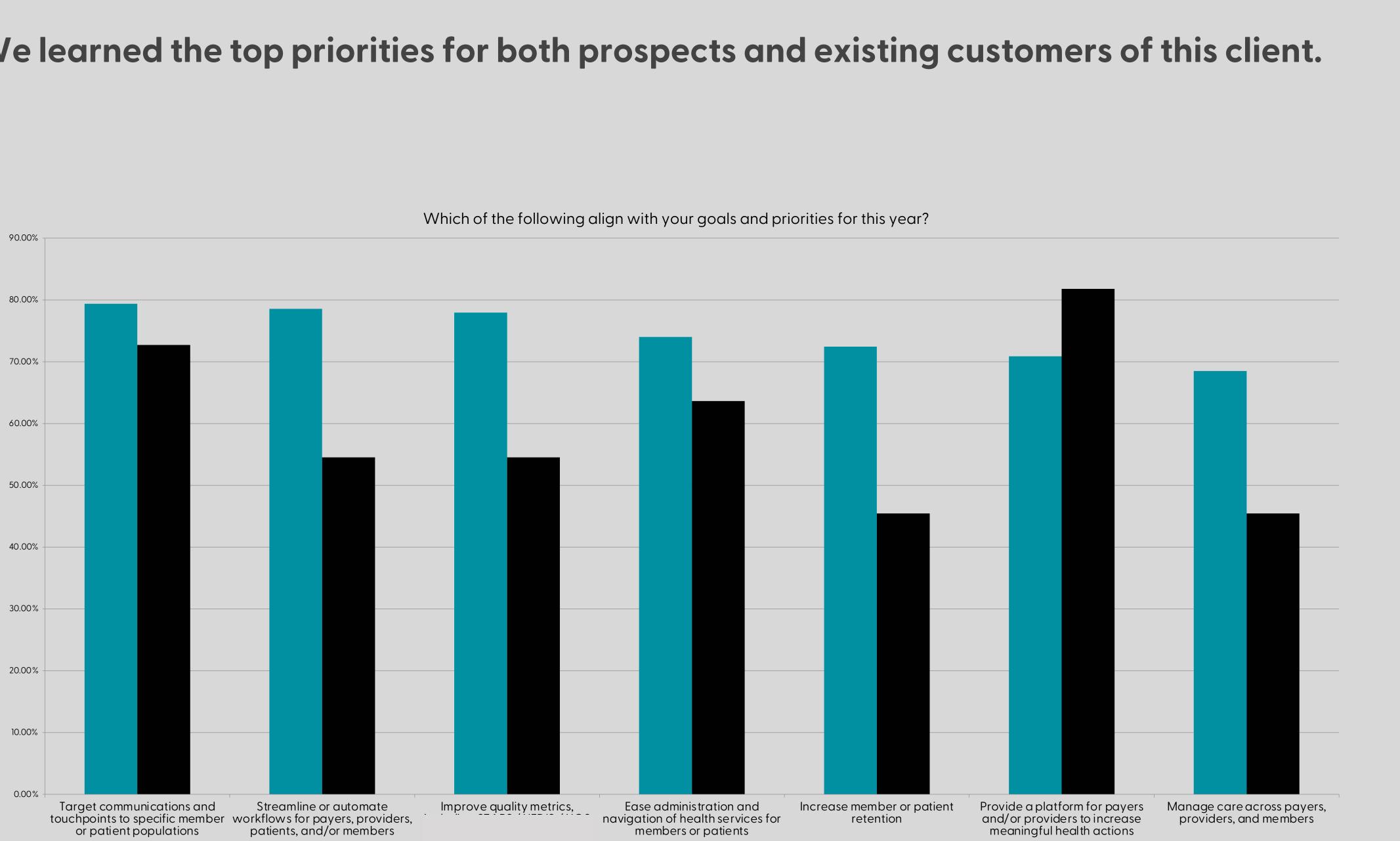
Introduction

Prospects begin to evaluate new potential partners more closely

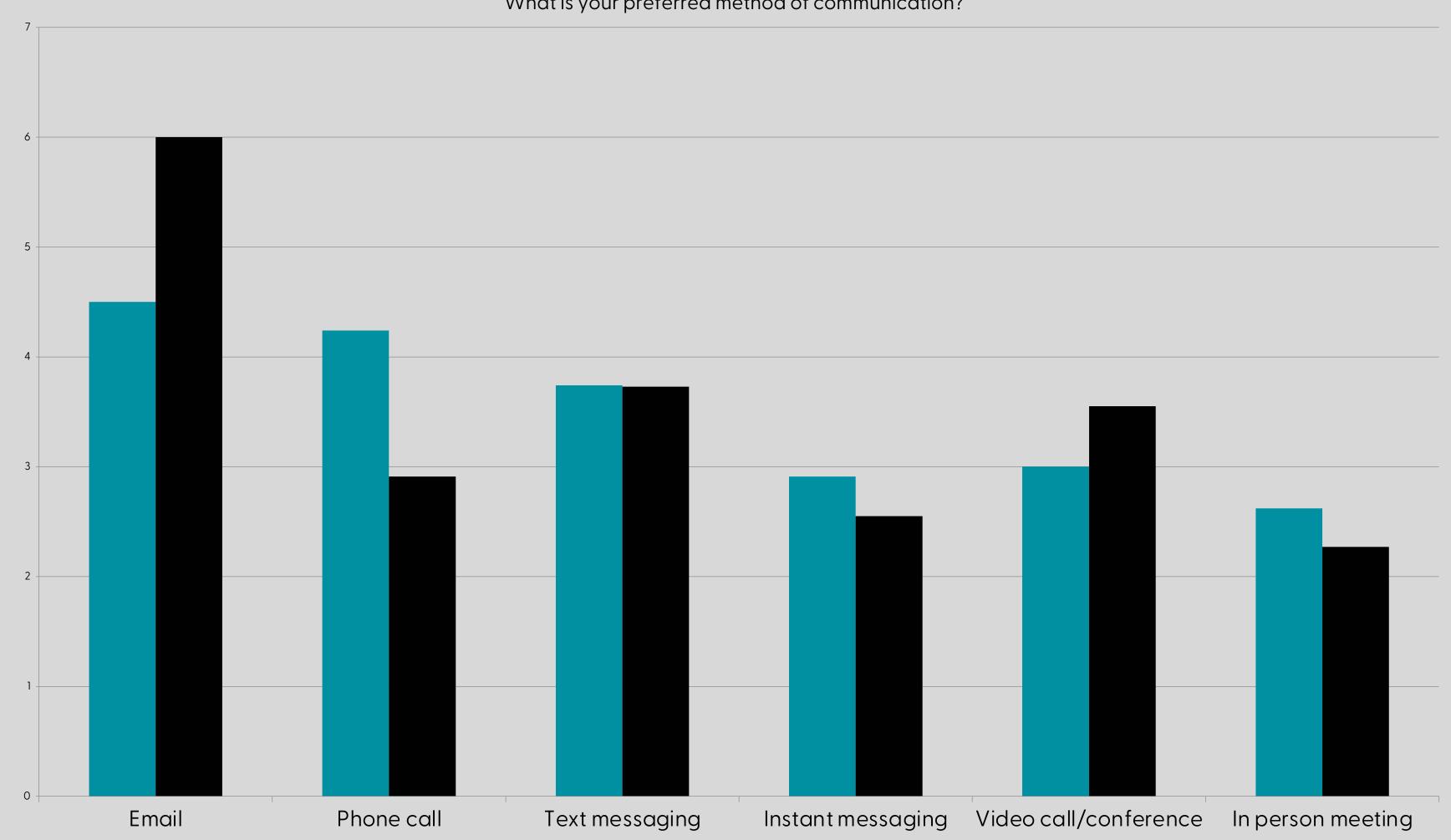
Evaluation

Reviewing proposals, case studies, and making a final decision

We learned the top priorities for both prospects and existing customers of this client.



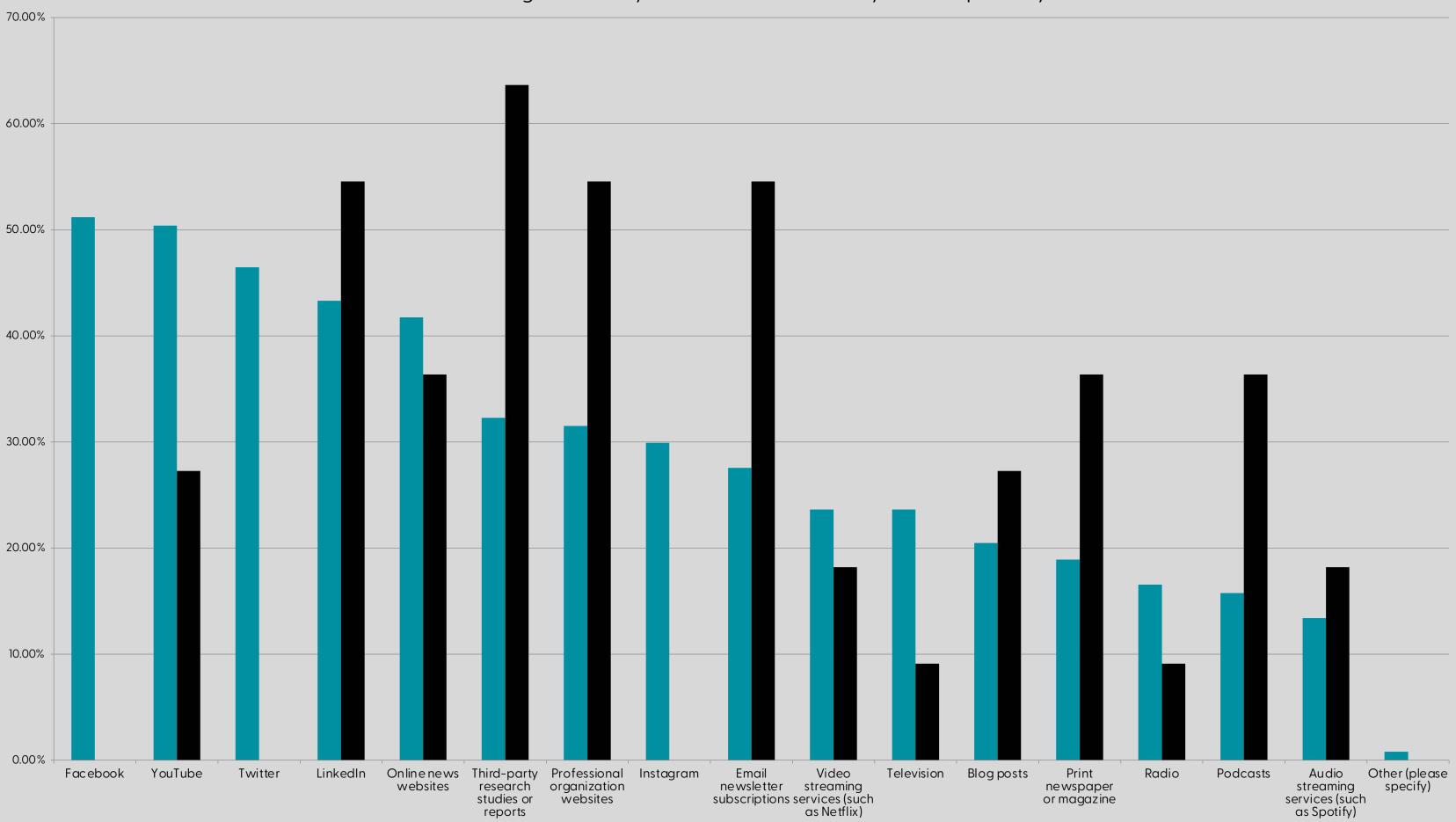
We also learned the preferred channels of communication for both groups.



Observations & Findings

What is your preferred method of communication?

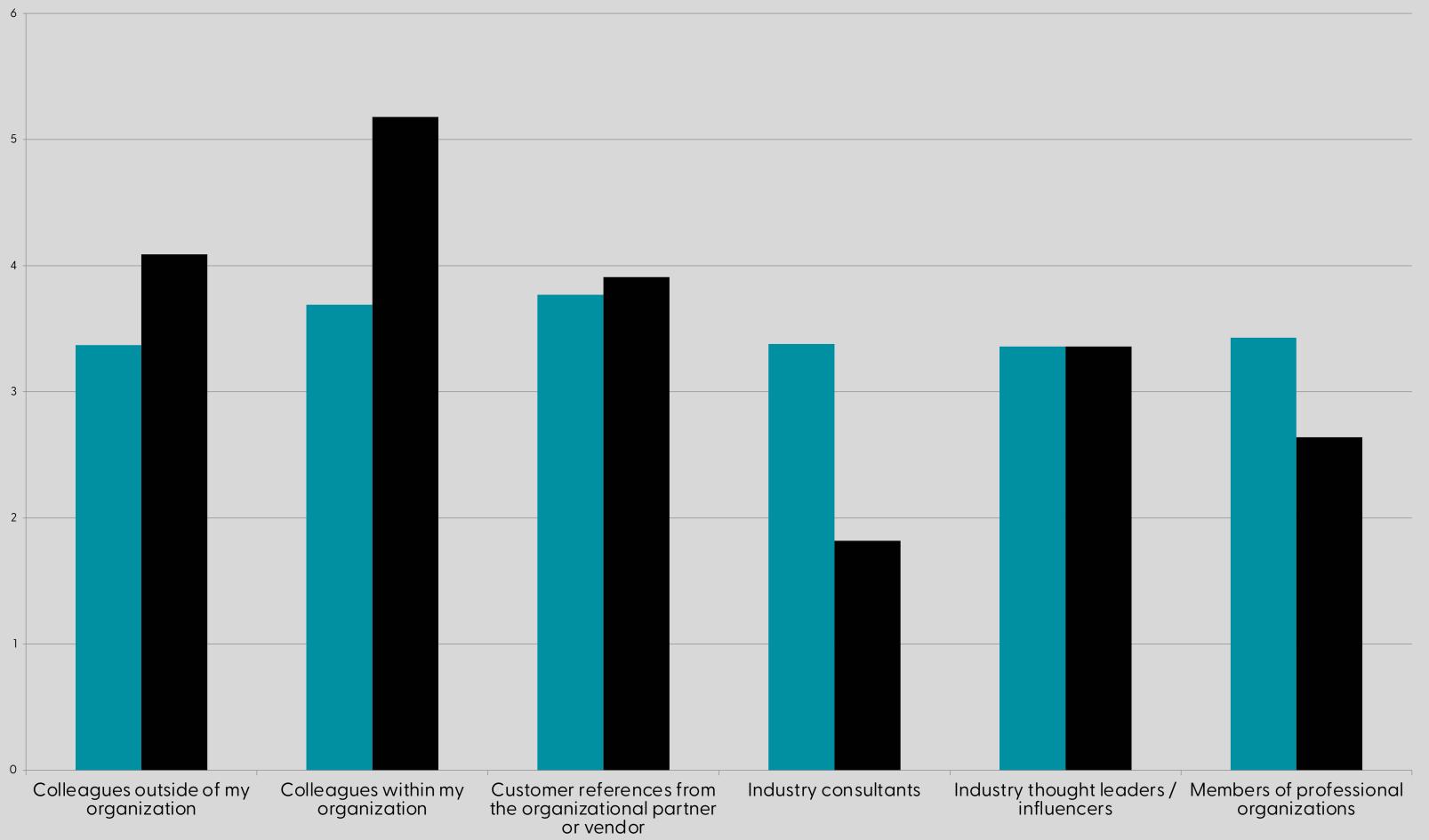
We explored media habits at work to inform future marketing plans.



Observations & Findings

Which of the following media do you consume on a weekly basis as part of your work?

We found the most influential sources for new partners among both groups.



When soliciting input and/or recommendations regarding new organizational partners, which of the following entities are most influential?

RECOMMENDATIONS-SNAPSHOT

Based on the data, we provided tactical recommendations to help our client optimize their marketing plan.

- Consider expanding presence on Facebook and Twitter to cast a wider net for qualified prospects.
- Prioritize messaging around targeted communications and automation.
- Find ways to inspire more regular review of quality metrics among customers and prospects with thought leadership.
- Balance lead-generation efforts with account-based marketing at the Familiarity phase when multiple stakeholder groups enter the conversation.
- Find opportunities to personalize email communications; simple methods may include having a newsletter come directly from CEO.