

CASE STUDY: Onsite Customer Experience Research Proves Brand Value



Client: HealthSpring (a Medicare Advantage health plan company)

Issue: Explore if and how the Living Well Health Center (LWHC), a new consumer-centric health center for seniors, is likely to affect HealthSpring member attraction and retention.

Methodology: Using Reality Research, we measured the intersection of brand and customer using qualitative in-depth discussion groups. The groups were conducted on-site at the LWHC in order to connect consumers with the actual experience of visiting and using the Center. The process included a tour of the facility to become familiar (or reacquainted) with its special features - cozy waiting room, café, kitchen, heated exam tables, oversized chairs, etc. Discussion groups were held with both current and prospective members.

Research ROI: The use of Reality Research produced rich insights on the value of the LWHC concept and led to a clear understanding of its likely impact on member retention and attraction. The process identified three areas for improvement to strengthen the concept and also provided ideas on how the model should be replicated in other states.



"This research gave us great insight into the Living Well brand experience. We were actually able to see the physical response to our brand in real time. It was a powerful exercise for our entire team."

*-Mike O'Neil
VP, Strategic Initiatives
HealthSpring*

