

**CASE STUDY:
Research Propels
On-Campus Retail
Concept Forward**



Client: Venture-backed Start-up Company

Issue: How to design on-campus retail stores to more effectively appeal to today's hospital employees and visitors while generating greater revenue for the hospital system

Methodology: Four focus groups - two with hospital employees and two with family members of patients

Research ROI: The research revealed what people want and would pay for from on-campus retail offerings including expanded pharmacy, bookstore/café and day-spa/wellness center. Differences were determined regarding purchasing preferences and willingness to pay between employees and visitors. Possible communications messages and delivery mechanisms (posters, tent cards, hospital TV network, etc.) were determined. The overall results provided the necessary insights for the launch of the on-campus retail concept, which has now achieved success in two different locations.

