



# JourneySmart™

## Enhanced Customer Experience Research

We understand you need a solution that lets you walk in your customers' shoes, see the world through their eyes, experience their life as if it was your own, and to viscerally understand their unmet needs. To do that, you need a research firm which can explain how their minds are working and then how you can effectively influence their behaviors.



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# Overview

We bring a unique perspective and set of tools to Customer Experience Research. Our PersonaSmart™ personality-based personas are globally validated and proven to work robustly across all conditions. Personality is the most fundamental driver of healthcare behavior. Using this as a foundation for Customer Experience results in a complete explanation of behavioral drivers and how to influence them.

We have a wide range of research methodologies and have specialized experts on staff with a very diverse toolbox.

## Key Advantages:

- Deeper, more meaningful, and more actionable results
- Can be built around your customer segmentation, one of our PersonaSmart™ personality-based psychological models, or both
- Widest range of data gathering and analysis methodologies to be found in any one company in the industry, all carried out with our own expert staff
- Assurance of a project completed to the highest standard, on time, and on budget



- Not all customer journeys are the same. Different types of people make different decisions and show different behaviors. People behave according to their personality, not their condition or circumstances. We recruit customers using our globally validated PersonaSmart™ personality-based personas so that we have different behavioral types represented.
- Customers react to those around them. Our wide range of ethnographic and encounter methodologies enable us to observe and simulate these interactions and understand how they impact the customer's trajectory through the disease.
- Customer Experience Research needs to be understood in the context of the customers' complete lives. We study customers in the healthcare system, with their payers, and in their regular life choices of nutrition, exercise, and alternatives, so we are holistic in our approach.
- We carry out social media analysis and can include the customer's digital/online journey in our results.

**The report is the key. We include options for actor portrayals, video documentaries, and other high impact reporting.**



The JourneySmart™ toolbox embodies Segmedica's twenty-year experience in Patient Journey with cutting-edge tools and the widest range of data gathering and analysis methodologies in the industry.

We shape up your project according to your needs and objectives. Our expert teams recruit and carry out research with your targets worldwide.

Our methodologies include, but are not limited to:

- **HealthVoice®** in-office audio recordings of HCPs and patients
- **HealthEnact®** simulated HCP-patient interactions
- **HealthInteract™** HCP-patient encounter groups
- **OnTheWall™** online communities
- **SelfInspire®** HCP-driven patient typing
- **Semantha®** advanced linguistic analysis
- Social media analysis
- Ethnography
- Online diaries
- Mobile ethnography



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## **JourneySmart-Digital**

Can be an element of any other JourneySmart™ project or can be a stand-alone study tracing the digital footprint of patients and caregivers as they research, communicate with others, join support groups, and generally carry on their journey in the social media sphere.

## **JourneySmart-HEOR**

Focused on the economic and outcome journey and/or clinical trial experience. These projects generally center on adherence and persistence and on patient-coping on treatments. The results can be publishable if the appropriate protocols are followed.

### **Case Studies**

- Tracking patients with a hematological condition and assessing how their interactions with oncologists were leading to “drug holidays” for a maintenance therapy
- Global assessments of patient and HCP decision-making on mode of delivery – infusion, self-injection, oral
- Patient/HCP research to develop adherence support programs

## **Syndicate Your Customer Experience for Great Cost Savings**

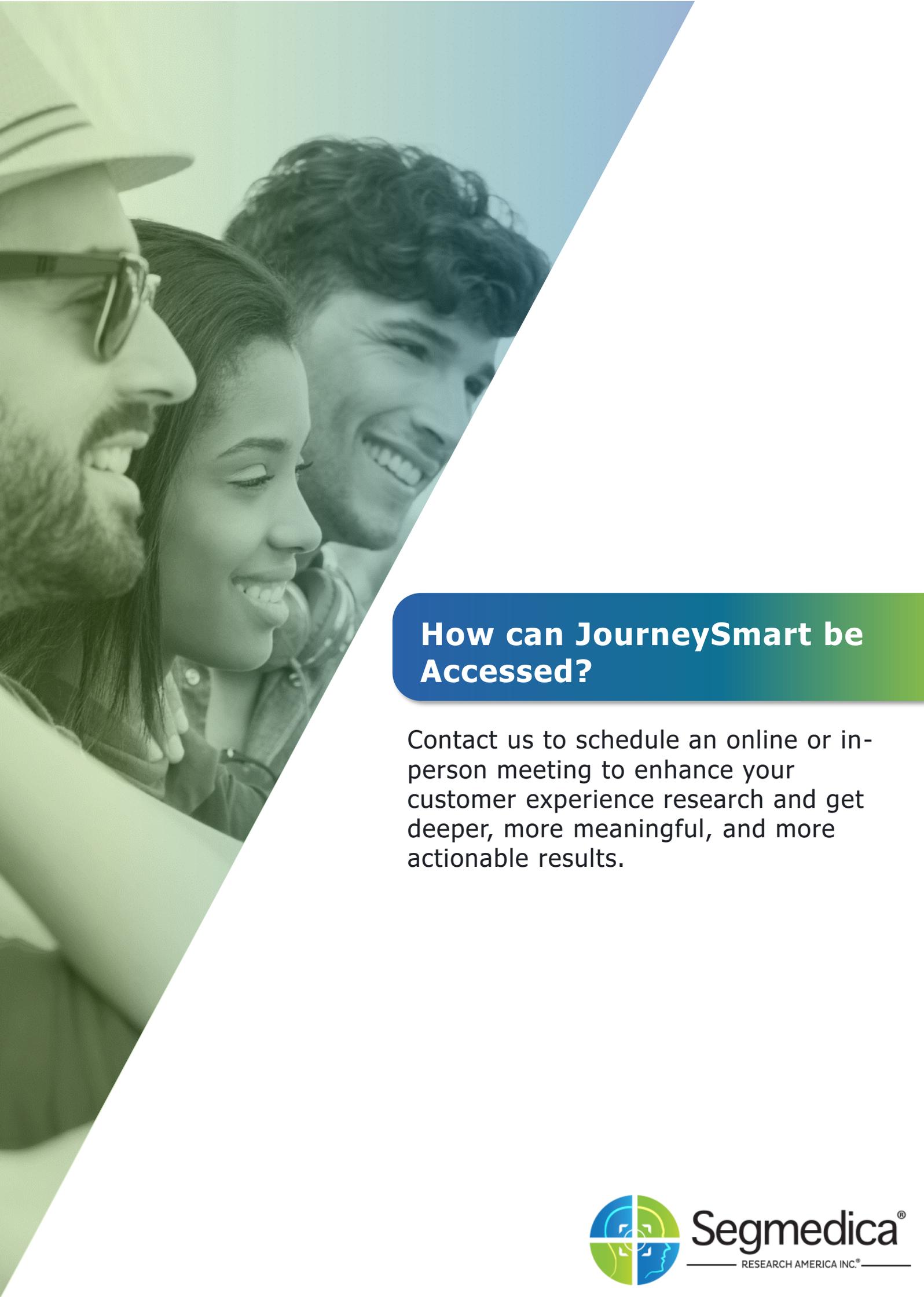
You may syndicate all or part of your customer experience under our ConnexionPoints® brand, which already markets a range of US patient journeys. Syndication offers you very significant cost savings, less project management, and more content. You may carry out custom research within a ConnexionPoints syndicated study and those results are only delivered to you.



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## How can JourneySmart be Accessed?

Contact us to schedule an online or in-person meeting to enhance your customer experience research and get deeper, more meaningful, and more actionable results.



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RESEARCH AMERICA INC.<sup>®</sup>

## About Us

Segmedica, the Healthcare & Wellness Center of Excellence and a division of Research America Inc., is a full-service market research company using advanced techniques for qualitative and quantitative studies.

Contact us to discuss your research needs and to learn more about our unique personality-based methodologies.

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