

Case Study: Patient Experience Program

Challenge

Our client, a leading international hospital chain, was planning to enter the MET market and become one of the leading healthcare providers in the region. **They were looking for insights to shape their market entry strategy and design award winning patient experience.**

Solution

- GemSeek conducted secondary research, focus groups and quantitative interviews to identify patient pain points and understand patient perception of market leaders.
- We mapped the patient journey, made a behavior need-based segmentation and defined how the ideal journey looked like per patient segment.
- We deep-dived into patient satisfaction drivers and existing opportunities as well as benchmarked our client's strategy to the one of the existing players.
- Incorporating all insights, we organized three interactive workshops to develop tangible "Win the MET Market" action plan and based on the delivered insights.

Results

GemSeek's patient segmentation, benchmarking and brand-positioning work has allowed our client to establish itself at a sound footing in patients' minds which underpins its ongoing successful expansion in the region.

