

Case Study:

Navigating The Consumer BuyWay™



RESULT

Designed & executed the company's first foray into consumer segmentation research. The work was structured in a creative manner, completed on time, and the results presentation was clear & compelling. They are using this research to develop advertising in a category that is very challenging and we this work will give Amsurg a much higher probability of success."

BACKGROUND

Leading provider of surgery center services in U.S.
Specialty focus – 70% gastro-intestinal and 20% ophthalmology
Over \$500 million in total revenue at 156 centers across US
Leading single provider of colonoscopy services in the US

CHALLENGES

Changing industry business practices validated that patient focus is growing in importance
Convergence of market trends pushing more direct consumer involvement in health care decisions
No significant Amsurg direct consumer marketing initiatives
Concerns about competitors building consumer preference through direct marketing that could affect Amsurg growth

APPROACH

Segment customer base to identify addressable and profitable consumer segments
Define each desired target segment and develop the value proposition required to win the segment
Pilot direct marketing efforts to create customer experience consistent with the Amsurg brand

