



Diagnosing How Consumers Define Quality Healthcare

With healthcare costs expected to rise by 6% in 2020, it's more paramount than ever for hospitals to provide quality experiences for patients. But what does a quality experience entail? By examining consumer perceptions, one medical center found there's more to quality care than a single definition.

GOAL

Pinpointing what makes a positive medical experience

A leading hospital system engaged 113 to help them understand what quality means in healthcare. In their world, quality meant having the best doctors, procedures and technology to provide care and, ideally, land on lists of the top 10 hospitals in the nation. But what did it mean to patients?



ANALYSIS

Examining how patients perceive outstanding care

To study how consumers viewed quality in healthcare, we conducted **three different campaigns**—looking at mentions of the specific hospital system, its competitors, and general medical care throughout the state.

This was a large project that involved observing **25 million+ conversations** across Twitter, blogs, forums, and other social networks.

Through our findings, we broke down patients into **four key groups**. When we measured consumer behaviors, we realized quality actually meant very different things to each group.

Our analysis revealed *quality* had different attributes to those who **didn't visit the doctor often** than it did to those seeking **maternity care**; and a **chronic care** patient thought of *quality* in a completely different way than an **advanced care** patient did.

INSIGHT

Applying a custom approach to each consumer group

Using the same measure of quality across the board was not working effectively for the healthcare system. They needed to understand **how quality was perceived by the different groups**.

Through our research, we identified how the personas defined quality. We found what was **high quality** for casual patients was actually **low quality** for chronic care patients (and vice versa).

Similarly, what created a quality experience for maternity or advanced care was **diametrically different** than what the other personas perceived.

Going down the path of being recognized on lists or doing surveys did not necessarily provide the organization **a true picture of what *quality* in healthcare really meant.**

OUTCOME

Prescribing a new method of measuring quality care

Our consumer behavior model identified the personas and behaviors that led to a direct correlation with quality healthcare. Moving forward, this gave the health system a better idea of **how to gauge if they were meeting quality measures across the different audiences.**



Our **consumer behavior model** for **healthcare** is designed to help organizations understand patient **behaviors and attitudes** throughout the care experience to better meet their **needs and expectations.**



About 113 Industries

At 113, we capture, read and analyze large volumes of digital conversations to help you truly understand consumer behaviors. By extracting valuable insights from what consumers are saying, you can apply them to your organization in ways that make a real impact.



Discover what you've been missing

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