



Tracking healthcare service performance

Why understanding your market has never been more important

Nepa's thoughts on how to approach market research and opportunities during COVID-19

The current coronavirus pandemic has a vast impact on the world, causing enormous personal and societal suffering and sacrifice. On the business side of things, consumer demand is plummeting in most categories as people stay at home and refrain from any unnecessary spending, eagerly awaiting some good news.

The rise and challenge of digital healthcare services

Some categories, however, experience booming demand during the current situation. A prominent example is of course digital healthcare services: increasingly difficult restrictions on social interactions combined with the widespread fear of infection result in many people turning to digital alternatives for medical support. Many will be first time users, some of whom during normal circumstances might have taken years to migrate to this new format.

For the companies offering digital healthcare services, the coming months will likely prove very challenging, as growing numbers of people look for digital medical guidance. Those companies who manage to provide a

timely, user-friendly and professional service during the crisis can make all the difference to worried citizens. How they perform and meet the sudden surge in patient demand will have a big impact on the business going forward, and successful providers can pave the way for a long-term growth opportunity.

The importance of measuring service performance

To ensure that users are consistently offered a great service, continuously measuring patient experience during the crisis is imperative. We have therefore developed a holistic service performance tracker that enables you to assess how you are performing versus the competing digital healthcare services. This includes asking recent or current patients about all relevant service factors such as waiting times, professional treatment, quality and quantity of information and ease of use. The results can be used to identify strengths and weaknesses in the service versus competing providers, explore development opportunities as well as offer the company a way to very quickly respond to negative patient feedback.