



Segment Speed Dating

How To Find, Define and Develop a Relationship With The Target Audience

Your Session Leaders



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Learning Objectives

Get to **Know Someone in Minutes**

1

Identifying Assumptions About Audiences

2

Moving from Assumptions to Goals

3

Forming Profiles and Personas

4

Validating with Data and Taking Action

Steps

Get to Know Someone in Minutes

1

Segmentation

2

Forming Personas

3

Business Case

4

Wrap Up

Segmentation

Become a Part of the Consumer's Ecosystem

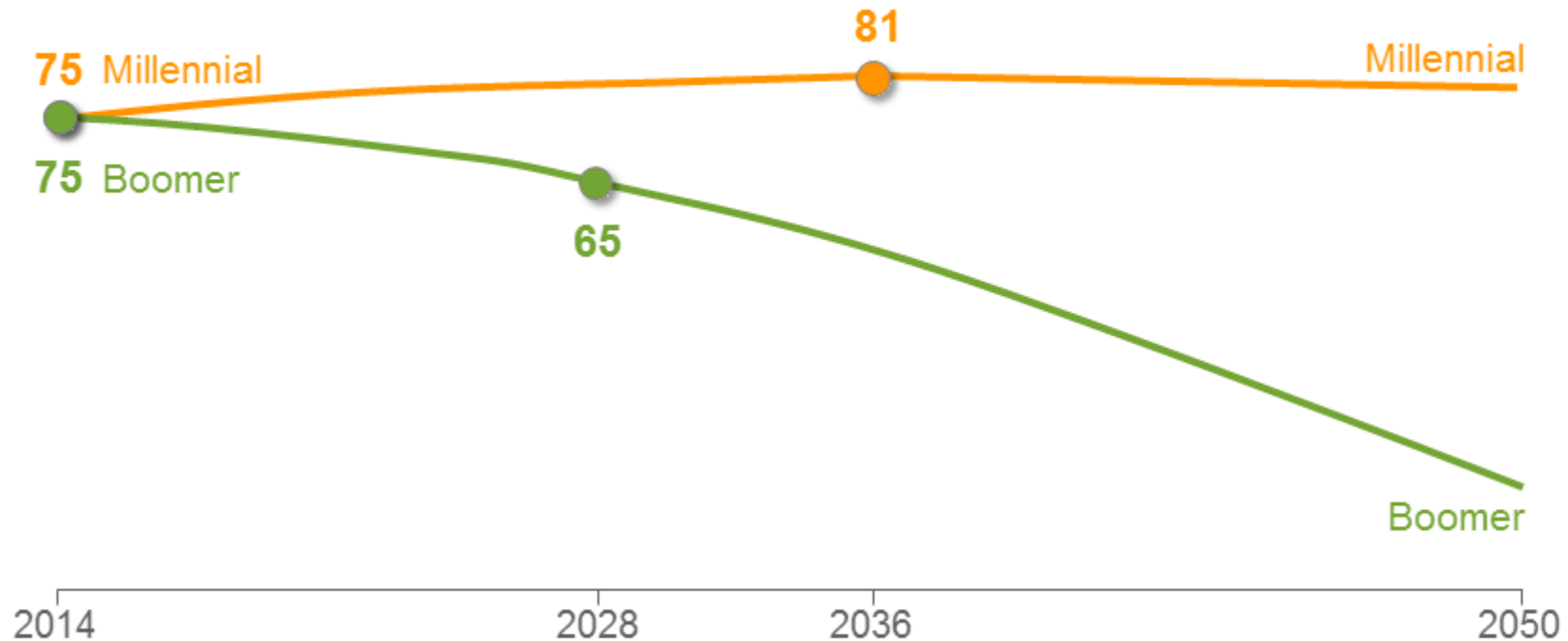


Segmentation

Forecasting Segments a Generation Ahead

Projected Population by Generation

Millions



Note: Millennials refers to the population ages 18 to 34 as of 2015.

Sources: Pew Research Center Tabulations of US Census Bureau Populations Released December 2014; Salesforce. *State of the Connected Patient*. 2015.

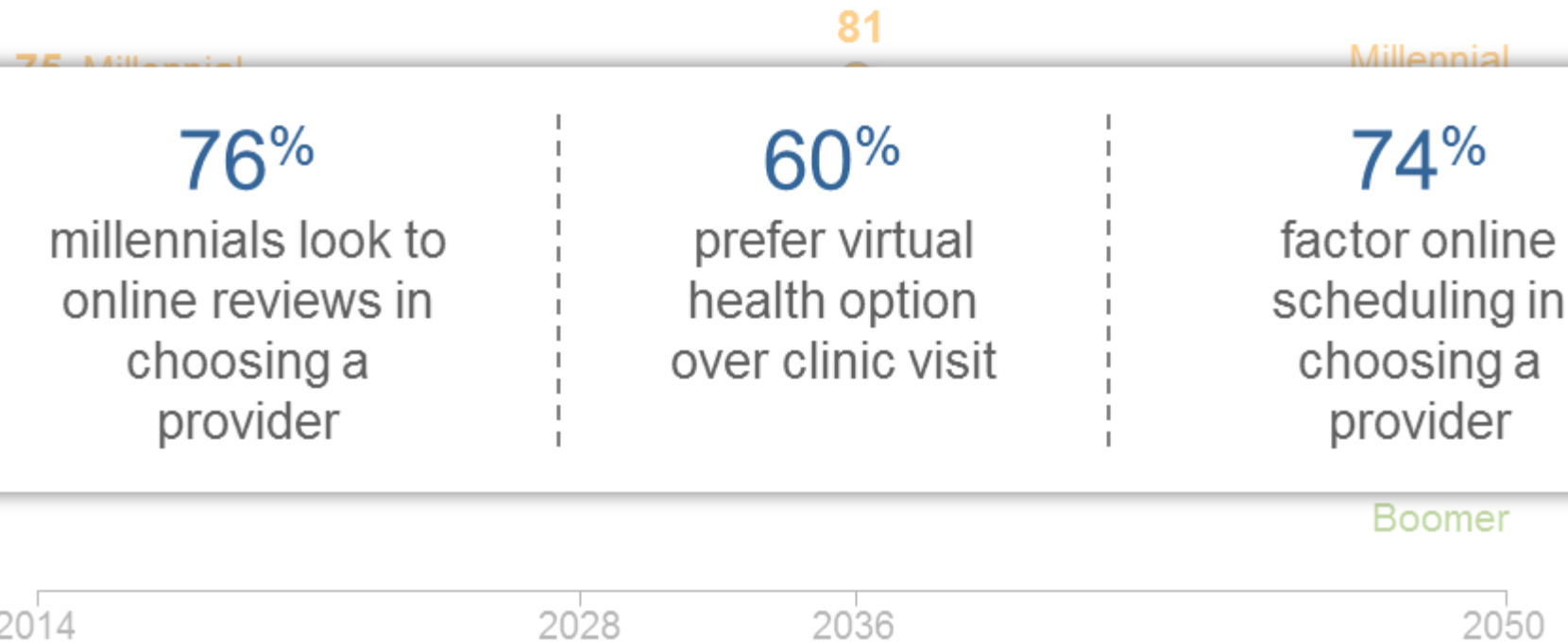
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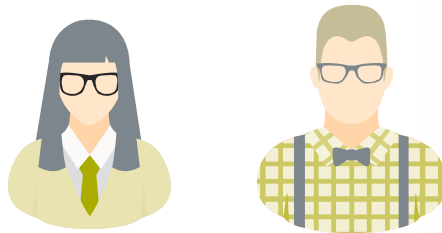
Sources: Pew Research Center Tabulations of US Census Bureau Populations Released December 2014; Salesforce. *State of the Connected Patient*. 2015.

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Segmentation

**Moving Your Consumer Strategy Toward
Something More Tangible, Executable**

2012



Millennials, wow!

2017

- Multichannel access
- On-demand access
- Multichannel scheduling
- Navigation
- Virtual care options
- Relevant price information
- Bundling/reference pricing
- Culturally responsive communications and options

Segmentation

Why This is So Important – Because it Can Go Very Wrong...

Does Segmentation Always Equal Success? Introducing the SEAT Mii



- Designed for women
- Jewel-effect rims
- Handbag hook
- “Thoughtful feminine touches...”

“A car for women? Cosmopolitan and SEAT under fire for new vehicle,” Zahra Jamshed, September 26, 2016, CNN.com.

Segmentation

...Women Across the Globe Say...



Hannah Walker

@bananhan

Follow

Wow, thanks @SEAT_cars_UK & @Cosmopolitan for designing a car just for women. Is the steering wheel small for my delicate hands?! #its2016!!

11:01 AM - 16 Sep 2016

11 29



Adam Justice

@adamjustice56

Follow

@SEAT_cars_UK @Cosmopolitan precisely 0 people need this car.

10:05 AM - 19 Sep 2016

3 17



Sarah J Lewis

@SarIsSocial

Follow

Oh thank goodness, finally there's a car wearing eyeliner. How have we women coped so long without this.. oh wait. #ThisIsMii

5:23 AM - 21 Sep 2016

4 22

Definition

What Makes a Good Segment?


A Segment is “Good” When It’s:

- **Identifiable and Distinctive:** Specific needs within groups should be unique and unambiguous
- **Substantial:** Market size should be large enough for organizations to pursue from an economic standpoint
- **Measurable:** Segments should be clearly identified and described so as to prioritize segments
- **Reachable:** Segments should be accessible so that organization can effectively communicate their messages about products or services
- **Actionable:** Segments should be stable enough to justify marketing efforts

Definition

What Are the Possibilities?

- Geography
- Demographics
- Home environment
- Access to healthcare
- Diagnosis and co-morbid conditions
- Current Utilization
- Prescription compliance
- Role in Care
- Behavioral Risk Factor
- Needs-based
- Psychographic



More
descriptive
and
personal

Activity

How Do You Define Segments?

Individual

- Identify typical categories for your target audiences

Group

- Document the categories

Group

- Discuss and document the assumptions of these categories

Activity

We've Segmented the Room!

**Remember that candy that you received
when you first joined our session?
It was for more than just a sugar rush.....**

We are going to use it to break in smaller work groups
to create personas for the following targets:

Patients;
Philanthropic Donors;
Referring Physicians
& Employees

Activity

It's Not About You

1

- Review your data, look for qualitative and quantitative characteristics from a variety of sources

2

- Enter your selected data into the template

3

- Review and solicit feedback on your persona

Personas

Bringing Segments to Life

Bringing to life key segments through examining descriptors, behaviors and needs.



| DESCRIPTORS | BEHAVIORS | NEEDS |
|---|---|--|
| <ul style="list-style-type: none"> About half have previous treatments or surgeries pnc Low awarene Center due to rankings or a Often travelin Information s through rese | <ul style="list-style-type: none"> Seek proton therapy because of an | <ul style="list-style-type: none"> Preparation for what to expect |

Persona: Pediatric Parents

"My child's oncologist said proton therapy is the best option and what I read online is promising; I trust the treatment plan, but this is a scary time and we need all of the support that we can get."

| DESCRIPTORS | BEHAVIORS | NEEDS |
|--|---|---|
| <ul style="list-style-type: none"> The majority find out about proton therapy by physicians; about half were patients at prior to the PTO High awareness of hospital due to living in the area, national rankings or advertisements Often traveling far from home stressed about finances and siblings Information seekers who conduct research, yet trust their physician | <ul style="list-style-type: none"> Research using hospital's website; read about their child's diagnosis and others' stories Obtain social support from other patients in the waiting room, often active in online support systems after treatment Look to Child Life specialist and staff for resources | <ul style="list-style-type: none"> Tips for how to make the process as easy as possible Assistance planning travel and managing insurance Connection to other parents Activities to keep their child busy during stays in Houston An upfront understanding that side effects are likely but much less severe than normal |



| DESCRIPTORS | BEHAVIORS | NEEDS |
|--|---|--|
| <ul style="list-style-type: none"> Respect hospital for high-quality care, but do not believe it is an easy process for patients Value care coordination and ability to know what is happening with their patients Often times have to relationships and hospital | <ul style="list-style-type: none"> Refer locally for non-emergent adult cases Prefer hospital for more comprehensive, complex needs | <ul style="list-style-type: none"> Consistent follow-up fax To know if they did the right thing (especially ED to ED transfers) A "fast track" pathway to refer |

Persona: Referring Pediatrician

"I value my relationship with patient-families and seek an ED partner who respects my input and will facilitate care co-management."

| DESCRIPTORS | BEHAVIORS | NEEDS |
|--|---|---|
| <ul style="list-style-type: none"> Respect hospital for high-quality care, but do not believe it is an easy process for patient-families Believe that co-management of care is critical to long-term success for their patients Often times have longstanding relationships with patient-families | <ul style="list-style-type: none"> Refer the majority of cases to hospital, though increasingly split with Centennial for less critical cases Increasingly consider ease of the experience and cost when making referral decisions Often see patients back in their office soon after ED visit | <ul style="list-style-type: none"> A sense of respect in that Expect orders are considered and followed Consistent follow-up phone calls and discharge plans A thorough patient evaluation from a physician A path for less critical cases A follow-up/next steps plan |




















Persona Development:

- Segment differences
- Demographics
- Psychographics
- Needs and Preferences

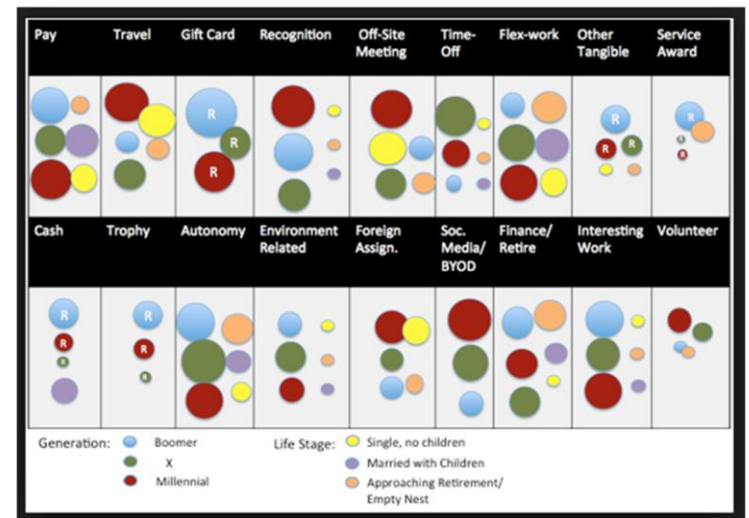
1. Data

What do we know?

Sample Data Packet for Creating a "Patient Persona" Generation Media Summary Report *Sourced from External Studies*

| Characteristics | Maturists (pre-1945) | Baby Boomers (1945-1960) | Generation X (1961-1980) | Generation Y (1981-1995) | Generation Z (Born after 1995) |
|--|--|--|---|---|---|
| Formative experiences | Second World War Ratting Fixed-gender roles Rock 'n' Roll Nuclear families Defined gender roles — particularly for women | Cold War Post-War boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-orientated Rise of the teenager | End of Cold War Fall of Berlin Wall Reagan / Gorbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids: rising levels of divorce | 9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Clash of Civilizations | Economic downturn Global warming Crisis focus Mobile devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks |
| Attitude toward technology | Largely disengaged | Early information technology (IT) adaptors | Digital Immigrants | Digital Natives | "Technoholics" — entirely dependent on IT; limited grasp of alternatives |
| Attitude toward career | Jobs are for life | Organisational — careers are defined by employers | Early "portfolio" careers — loyal to profession, not necessarily to employer | Digital entrepreneurs — work "with" organisations not "for" | Career multitaskers — will move seamlessly between organisations and "pop-up" businesses |
| Signature product |  Automobile |  Television |  Personal Computer |  Tablet/Smart Phone | Google glass, graphene, nano-computing, 3-D printing, driverless cars |
| Communication media |  Formal letter |  Telephone |  E-mail and text message |  Text or social media |  Hand-held (or integrated into clothing) communication devices |
| Communication preference |  Face-to-face |  Face-to-face ideally, but telephone or e-mail if required |  Text messaging or e-mail |  Online and mobile (text messaging) |  FaceTime |
| Preference when making financial decisions |  Face-to-face meetings |  Face-to-face ideally, but increasingly will go online |  Online — would prefer face-to-face if time permitting |  Face-to-face |  Solutions will be digitally crowd-sourced |

Sample Data Packet for Creating a "Employee Persona" Market Intelligence Employee Incentive Research *Sourced from External Studies*



2. Worksheet

A Little Bit About Myself

If someone were to choose my nickname, it would be:

My selfie:

If I were you tell you about myself in a few sentence, I'd say:

Why am I here today?

Who am I?

- Income:
- Educational background:
- Profession:
- Location:
- Other:

What I want in a relationship (Needs):

-
-
-
-
-

How do I make choices (Decision Factors)?

-
-
-
-
-

How will I evaluate our fit (Influences)?

-
-
-
-
-

What are my hang-ups? (Pain points)

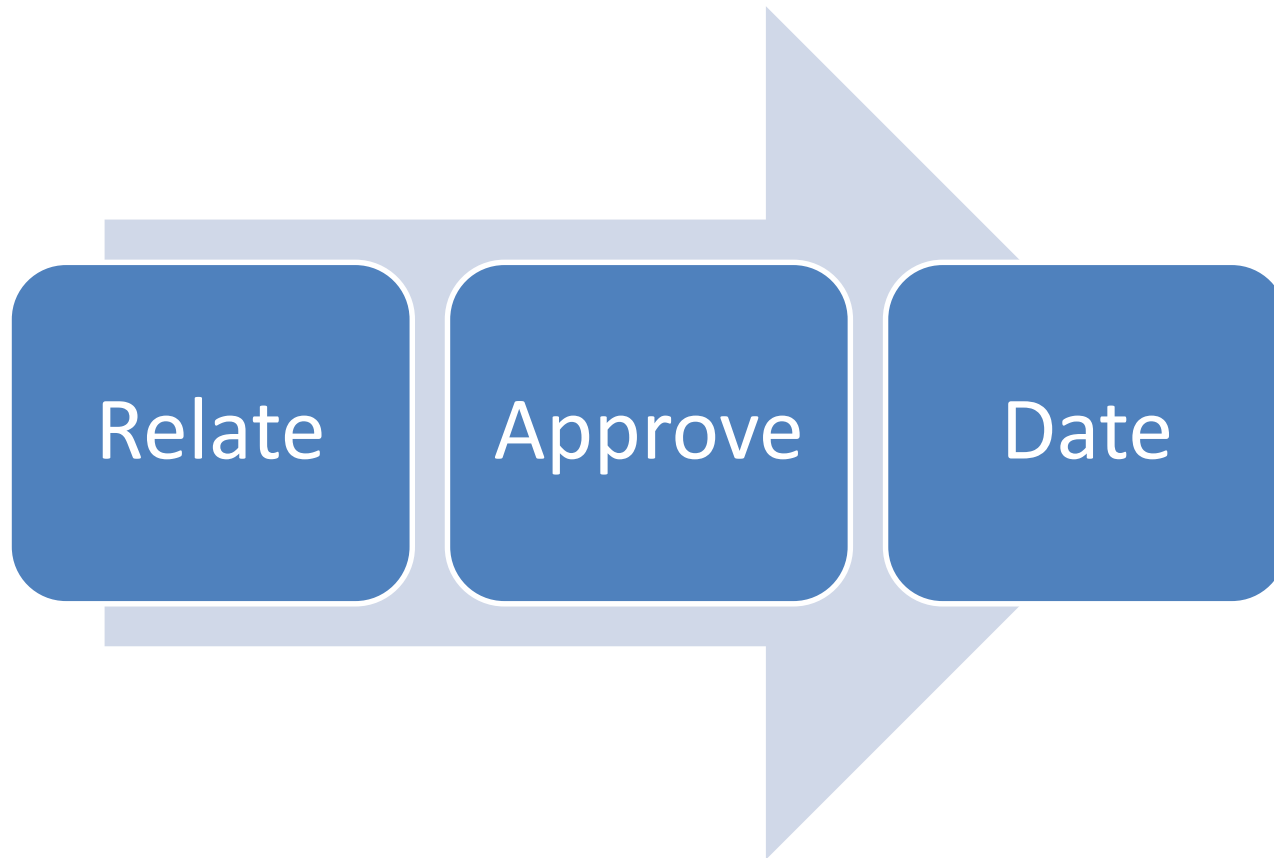
-
-
-
-
-

What's my prior experience?

-
-
-
-
-

3. Reality Check

Is This a Good Fit?



Business Case

Let's Get Out There!

- Brand
- Access Strategy
- Donors
- Experience Management
- Growth Strategy
- Marketing Strategy
- Website
- New Products
- Employee Engagement

Roswell Park

Increase Mammography Awareness/Volume

STRATEGIES



- Bring in everyday women as much as possible
- Janet Snyder as example of how to be a **#ChiefHealthOfficer**
- Roswell Park as supporting brand, not main focus
- Position Roswell Park's **#ChiefHealthOfficers** as role models.
 - make them relatable by sharing how they have the same struggles as any other women

Get your mammogram where the experts are.

1-877-275-7724

- ✓ The latest 3D mammogram technology
- ✓ Express appointments take 30 minutes or less
- ✓ Free, convenient parking

Request a Mammography Appointment

Appointments for screening mammograms are available from 8 a.m.-6 p.m., Monday through Friday.
1-877-275-7724 or schedule online.
Free, convenient parking is provided.



Etta Linder, M.D.



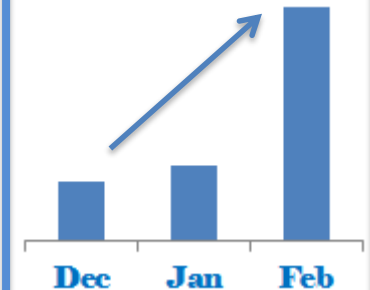
We know this is a difficult time for you and your family.
We're here to help you.

We understand how frightening it is to hear "it's cancer." Your world gets turned upside down, and it's natural to want to rush to do something - anything - as soon as possible. We want you to know that you do have time to stop, take a breath, and arrange to talk with our doctors. It's an important step to ensure you make the best decisions for yourself and your family.



—Tone—
Empowering
Motivating
Celebratory
Relatable
to the everyday
woman

Screening Inquiries
Includes phone calls to
ASK RPCI &
Online Forms



sg2

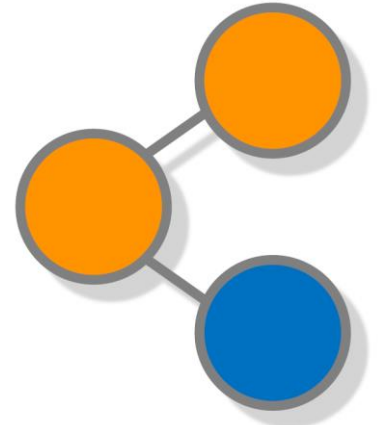
New Products

In 2015 Sg2 began a process to build its latest market release:
PATIENT FLOW

More than 30 Sg2 employees spent a half-day focusing on the competitive landscape, analyzing total spend in this market segment and ultimately creating **PERSONAS** of...

- Existing products in the market
- Buyers
- Users

This exercise informed the product's development, pricing, market positioning and marketing materials for this product.



MD Anderson

Customer Experience



"I didn't realize proton therapy was an option for me until I started doing my homework. Without a nudge, I probably would have gone with a more common approach, so I'm glad I took the extra step. I believe this will provide me with a higher quality of life."

DESCRIPTORS

- Most are males, approaching retirement age or older with prostate cancer or difficult to treat/reach cancers
- Knowledgeable, independent individuals who conduct research for their best chance at a better quality life; place high value on information

BEHAVIORS

- Research is an important part of decision-making
- While time is of the essence, they invest a lot of effort on primary (e.g., interviewing patients and physicians) and secondary research (e.g., online information)
- Rely on their physicians, family members and friends to provide insight (e.g. treatment options, providers), but they make their own decisions

NEEDS

- Severity of diagnosis and side effects of traditional cancer treatments create sense of urgency and determination to find best option for a quality life
- Involved and enduring treatment increases anxiety for patients and amount of care needed
- Knowledge about Proton Therapy Center is limited to nonexistent

When facing cancer,
a fraction of a
millimeter can make
a world of difference.



At MD Anderson Proton Therapy Center, our world-renowned cancer experts use the most precise radiation available. This advanced technology avoids healthy tissue and minimizes the risk of side effects, making it effective in treating many cancers, including brain, prostate, lung and childhood tumors, and lymphoma. The Proton Therapy Center offers the research, expertise and resources found only at the nation's top-ranked cancer hospital.

THE UNIVERSITY OF TEXAS
MD Anderson
Cancer Center
Proton Therapy
Making Cancer History®

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cancerwise

Support, inspiration and

After a wild ride, proton therapy pays off for Hodgkin survivor

By Davis Dorey on August 21, 2012 7:42 AM | Comments (0)

When Katie Meacham was diagnosed with Hodgkin lymphoma in early 2008, she was 25 years old and enjoying a tasty bite of the Big Apple.

She had a good job with a large marketing firm in New York and a promising future in front of her. Then, during a trip to Buenos Aires, she noticed her feet were itching.

"It went away in a few days, but I started to realize I had been itching for a while," she says. "My arm had broken out in hives, my head had been itching and I itched when I got out of the shower."

Then she noticed a lump in her throat. Her mother was visiting and insisted on taking her to the doctor, which led to a CT scan and diagnosis of Hodgkin lymphoma. She opted to be treated at a New York hospital, but two months into treatment, the cancer was found in another lymph node.

Big Apple to Lone Star
The doctor said he had seen this cancer only one other time," she says. "He said I would need a stem cell or bone marrow transplant."

Her family pulled together and got treatment. After extensive research, best results.

At MD Anderson, Meacham had stem cells were harvested. Another study.

"Those were dark days," she says, released, my mother was diagnosed.

Searching for one in 14 million
Meacham returned to work, certain was back. It was time for a stem cell registry, not one person was a perfect match.

Undaunted, Meacham and her family and in New York newspapers. Her helped seven people find matches.

Instead, she began a clinical trial in remission, but she knew it was time.

Proton therapy delivers hope
"We weighed all the pros and cons. had minimal side effects and would minutes. She has shown no signs.

Since her therapy, Meacham had



MD Anderson
Cancer Center
Making Cancer History®

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Home | Proton Therapy Center

Proton Therapy Center

What is Proton Therapy?
Why Choose MD Anderson Proton Therapy?
Conditions we Treat
Make an Appointment
What to Expect
Our Team of Experts
Meet our Doctors
For Patients
For Physicians
FAQs
Pricing and Directions
Contact Us
Terapia de Protones

Proton therapy can save more than just your life.

Learn about the benefits of proton therapy.

Make an appointment
Request more information
Refer a patient
Appointments

Welcome to the Proton Therapy Center

The MD Anderson Proton Therapy Center offers the most advanced radiation available to treat cancers of the prostate, lung, head and neck, and brain, as well as for the treatment of pediatric cancers and other rare tumors. Our cancer specialists are international cancer experts and leaders in the research and treatment of

BEST
HOSPITAL
FOR
PROSTATE
CANCER

Prostate Cancer
Lymphoma
Lung Cancer

Conditions We

Call for an Appointment: 1-866-632-4782

What is Proton Therapy?

Why MD Anderson?

Cancers We Treat

Meet Our Survivors

Contact Us

MD Anderson Cancer Center is ranked number one in the nation for cancer care by U.S. News & World Report

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Proton Therapy
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For more information, visit



Recap

Get to Know Someone in Minutes

1

Identifying Assumptions About Audiences

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Moving from Assumptions to Goals

3

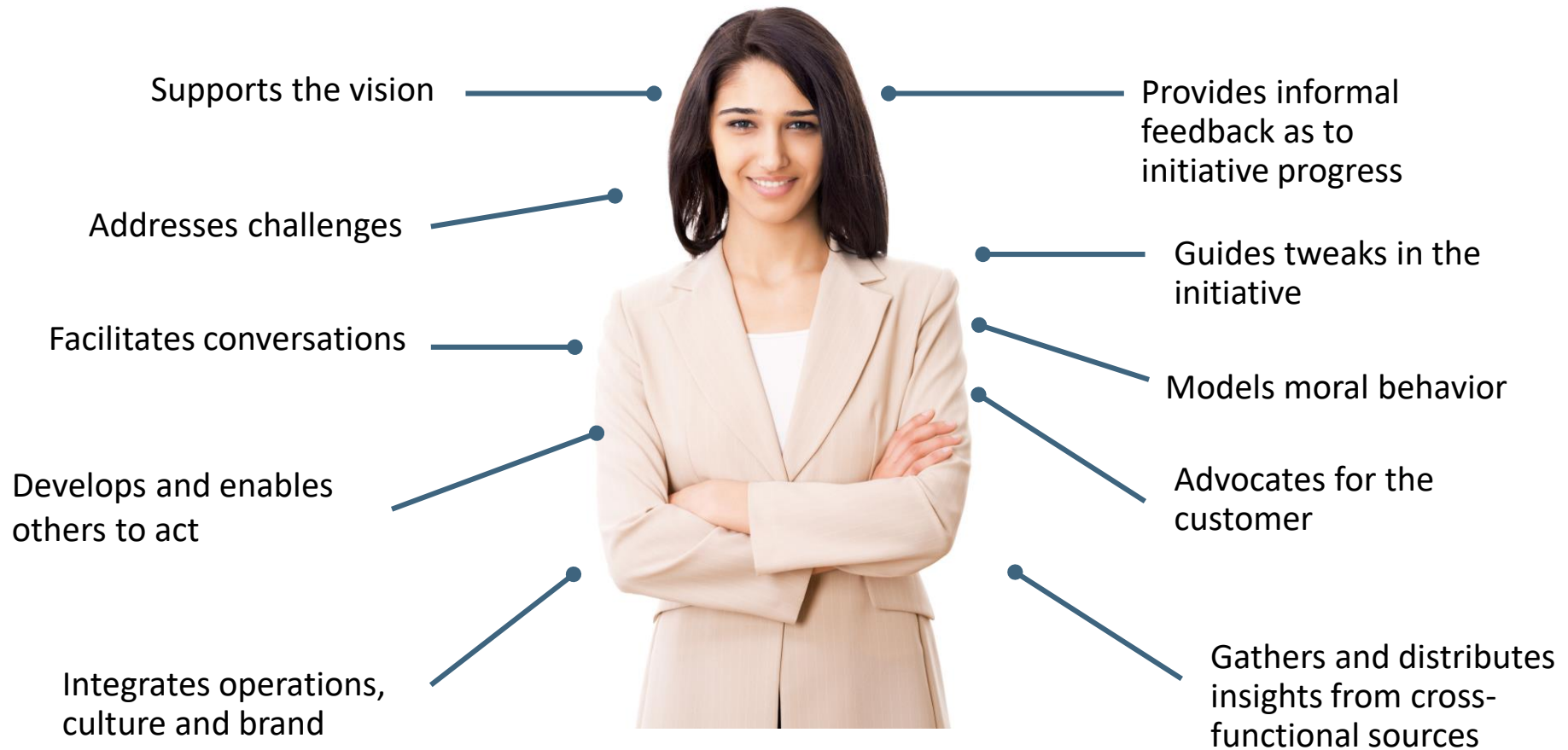
Forming Profiles and Personas

4

Validating with Data and Taking Action

Start Dating!

Becoming a Champion



Thank You
We Appreciate the Opportunity





The mission of Roswell Park Cancer Institute (RPCI) is to understand, prevent and cure cancer.

Founded in 1898, RPCI is one of the first cancer centers in the country to be named a National Cancer Institute-designated comprehensive cancer center and remains the only facility with this designation in Upstate New York.

The Institute is a member of the prestigious National Comprehensive Cancer Network, an alliance of the nation's leading cancer centers; maintains affiliate sites; and is a partner in national and international collaborative programs.

For more information,
visit www.roswellpark.org

call 1-877-ASK-RPCI (1-877-275-7724) or
email askrpci@roswellpark.org

Follow Roswell Park on Facebook and Twitter.



Why Organizations Choose Sg2's Health Care Intelligence

Sg2 is a health care strategy firm. Our members rely on our analytics and expertise to make informed, forward-thinking decisions.

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Consulting

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Endeavor Management is a management consulting firm that leads clients to achieve real value from their strategic transformational initiatives. We serve as a catalyst by providing the energy to maintain the dual perspective of running the business while changing the business through the application of key leadership principles and business strategy.

In 2012, Gelb Consulting became an Endeavor Management Company. Our combined experience (Gelb founded in 1965) offers clients unique capabilities to focus their strategic initiatives with a thorough understanding of customer needs to drive marketing strategies, build trusted brands, deliver exceptional customer experiences and launch new products. Our experienced consultants and analysts use advanced marketing research techniques to identify customer needs and spot high potential market opportunities.

The firm's 40 year heritage has produced a substantial portfolio of proven methodologies, enabling Endeavor consultants to deliver top-tier transformational strategies, operational excellence, organizational change management, leadership development and decision support. Endeavor's deep operational insight and broad industry experience enables our team to quickly understand the dynamics of client companies and markets.

Endeavor strives to collaborate effectively at all levels of the client organization to deliver targeted outcomes and achieve real results. Our collaborative approach also enables clients to build capabilities within their own organizations to sustain enduring relationships.