

A close-up portrait of a woman's face, where the skin and features are composed of a dense mosaic of small, overlapping images and data points. The colors range from dark blues and greys to warm oranges and yellows. Her eyes are a striking, clear blue. The overall effect is one of digital complexity and human connection.

Personas *and* Experience

Humanizing Data
to Affect Change



Agenda

OUR OBJECTIVES

Objective #1

Define psychographic segmentation and how it differs from demographic segmentation.

Objective #2

Understand Froedtert Health's process for creating research-based consumer personas.

Objective #3

Describe Froedtert Health's short-term and long-term roadmap for application of psychographic personas to drive deeper understanding of consumer preferences and needs and create unique approaches to deliver a health care signature experience.



**CONSUMERISM
IS REAL**

EMPATHY AT SCALE IS TOUGH



N=1 is
BULL



Think

Mass Customization



Avocado

Bay leaf

Black pepper



Brown rice



Canola oil



Cilantro



Cloves



Vinegar



Garlic



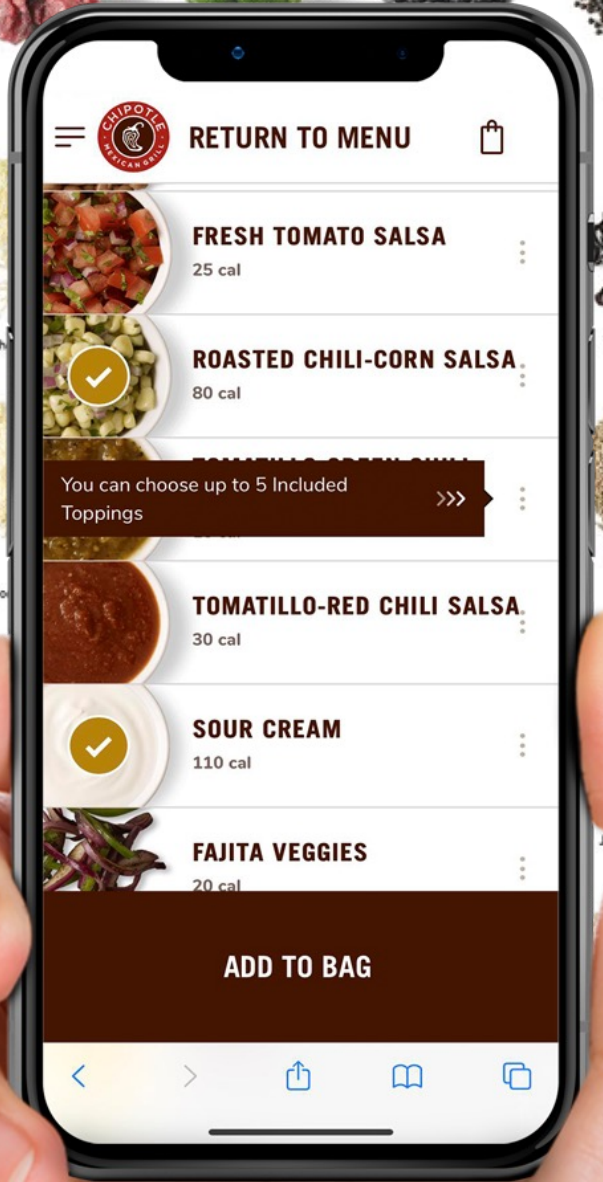
Chipotle chili



Cumin



Pork



RETURN TO MENU



FRESH TOMATO SALSA

25 cal



ROASTED CHILI-CORN SALSA

80 cal



TOMATILLO-RED CHILI SALSA

30 cal



SOUR CREAM

110 cal



FAJITA VEGGIES

20 cal

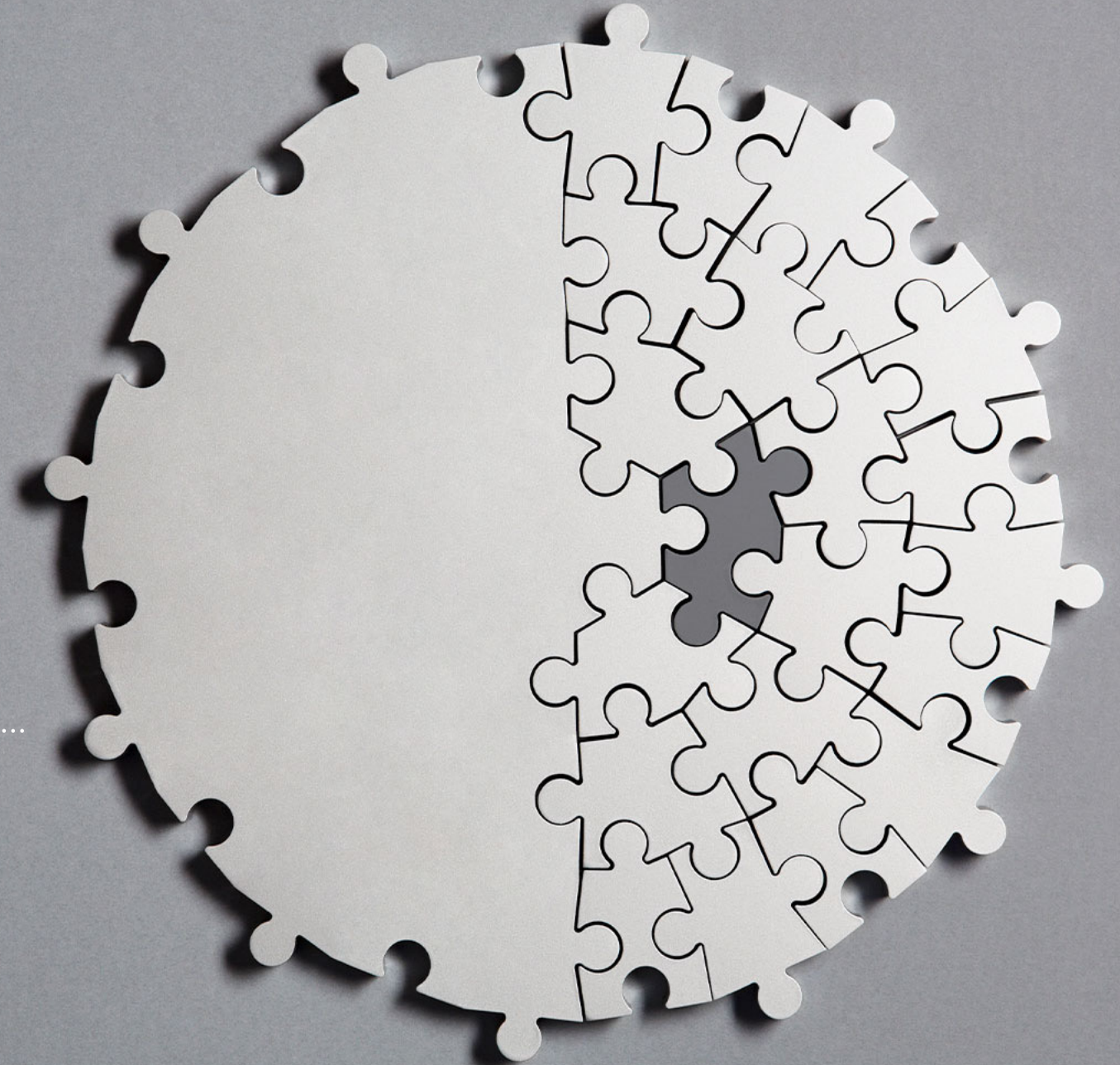
ADD TO BAG



Psychographic Segmentation

What you think you know is incomplete...

Discover and tell the rest of the story...





EVEN OLD FOLKS PLAY VIDEO GAMES

219M

Gamers in the U.S.

50.6M

Americans **over 50** play games

54% - 46%

Identify as **Male - Female**

40%

Identify as **Black, Indigenous, POC**

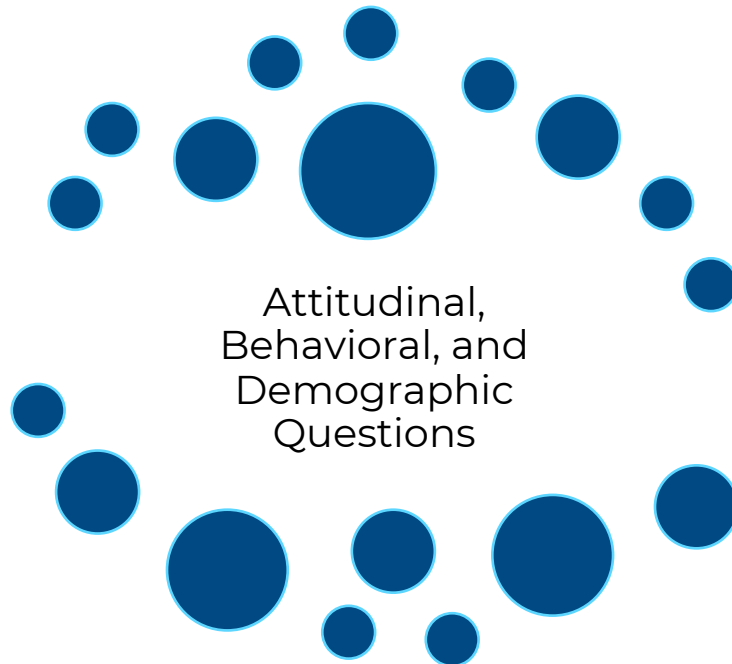
16% - 31%

Are **LGBTQIA** – have **disability**

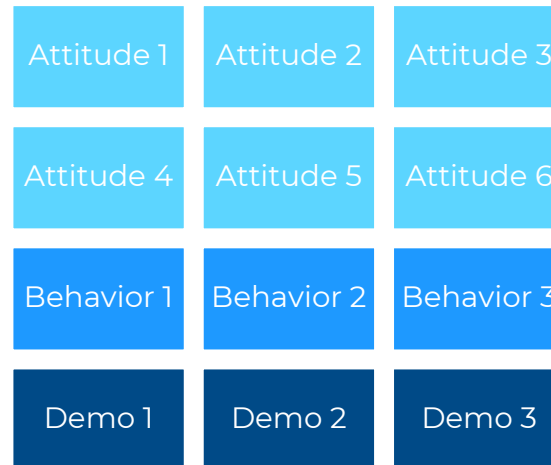
Segmentation Analysis – The Science

Developing An Informative, Actionable Segmentation Algorithm

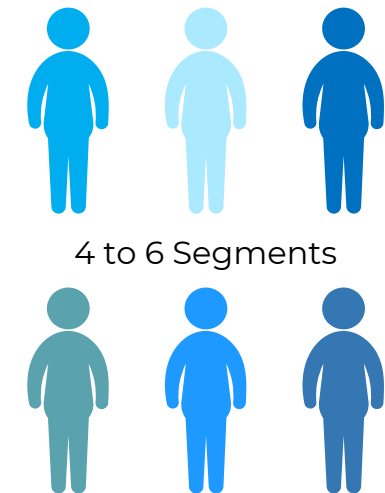
SEGMENTATION SURVEY



DETERMINE CRITICALLY DIFFERENTIATING VARIABLES



SYNTHESIZE INTO SEGMENTS BASED ON KEY VARIABLES



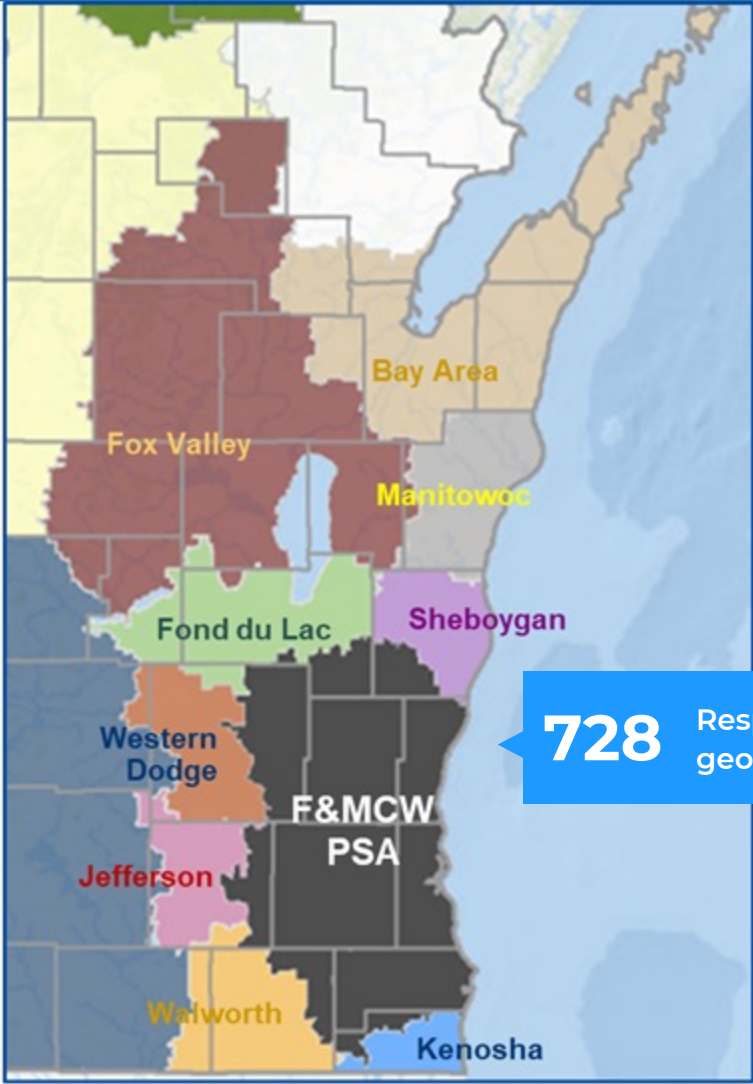
BASIS OF OUR INSIGHTS: UNIQUE MARKET PERSPECTIVE

Quantitative Sample

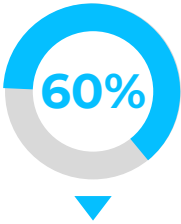
About the Sample

Sample was collected via a third-party online consumer panel during April 2021. Response criteria included:

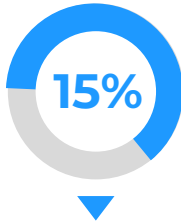
- 18+ years of age
- Screen out sensitive industries
- At least partial responsibility for household healthcare decisions



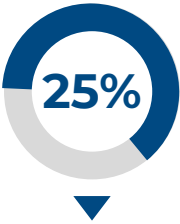
728 Respondents in target geographies



Primary Service Area



Secondary Service Area



Strategic Regional Service Area

Margin of Error
(Percentage Points):

±4.7

±9.4

±7.2

SEGMENTATION FACTORS

14 categories of related attributes were among the ratings questions considered for segmentation



Access

- Need assistance from others
- Inadequate public transportation
- No doctor's office/clinic convenient to home



Provider Relationship

- Loyalty to health system/provider
- Closely follow doctor's orders
- Trust health care professionals



Non-Traditional

- Access mobile app for scheduling/records
- Mention good experience on social media
- First to try new product/service



Virtual Health

- Virtual/email/online chat visits
- Electronic management of records and messaging
- Mobile app for a health system



Facility Reputation

- Ratings
- Health care websites
- Advertising/news articles



Traditional Contact

- Telephone scheduling
- In-person appointments



Convenience

- Appointment times
- Easy to schedule
- Flexible appointment types



Traditional Outlook

- More interested in the present than the future
- Traditional ways are best
- Things changing too fast



Influence

- Friends
- Family members



Health Status

- Quality of life
- Overall physical/mental health
- Ability to carry out normal activities



Expertise

- Experience with condition
- Variety of treatment options



Cost of Insurance

- Deductibles important consideration
- Co-pays important consideration



Planning

- Plan tasks carefully
- Important to be well-informed



Website

- Comfort logging into provider website for medical records

* NOTE: While Planning and Website emerged as factors, they did not load highly in the cluster analysis and therefore were not included as a segmenting variable. They are still used as profiling variables.

Importance ratings

Agreement scale

DATA IS BORING



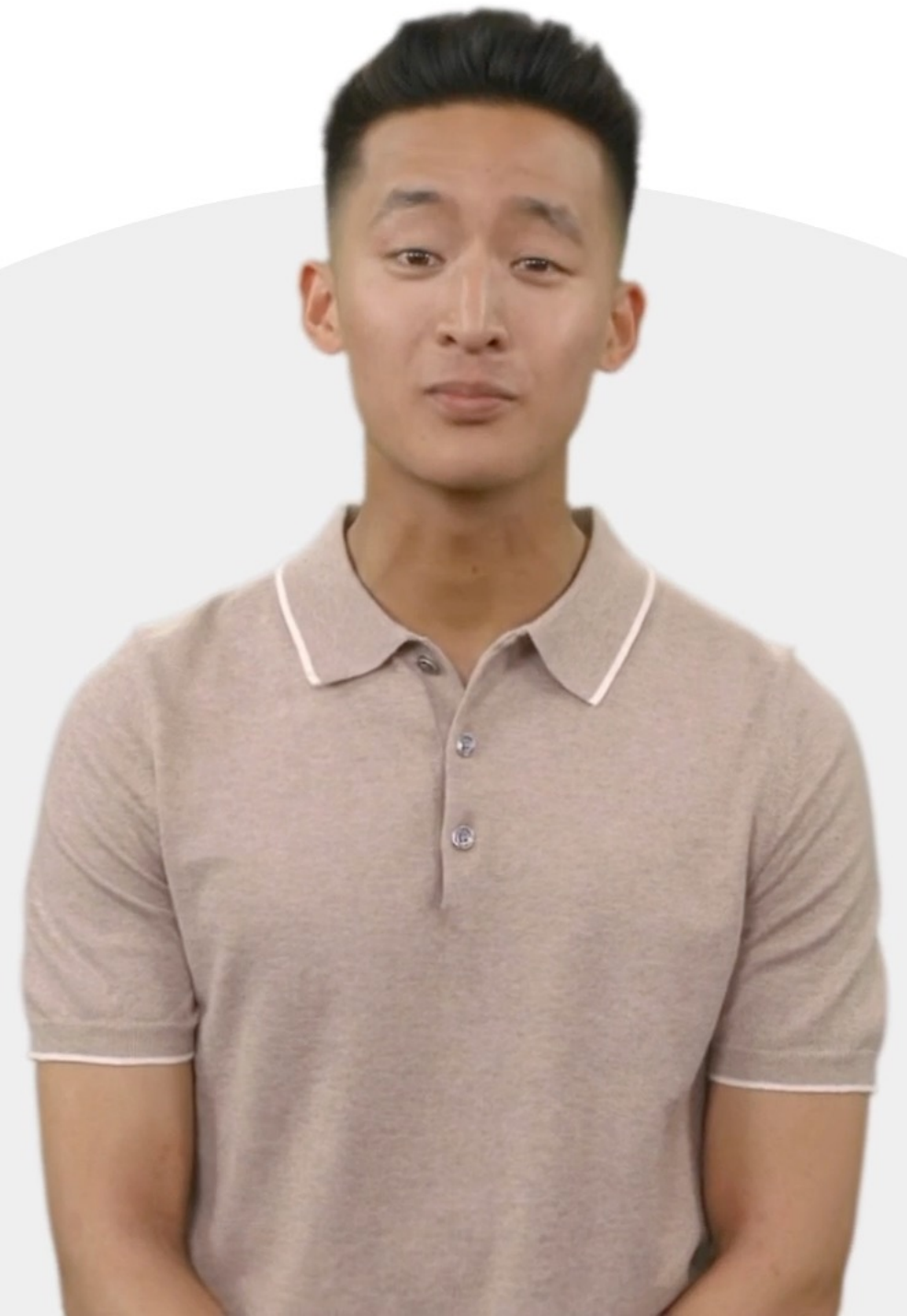


Attuned Alex: Informed, Educated Digital Enthusiast

Keys to Loyalty:

Cultivate loyalty throughout the journey

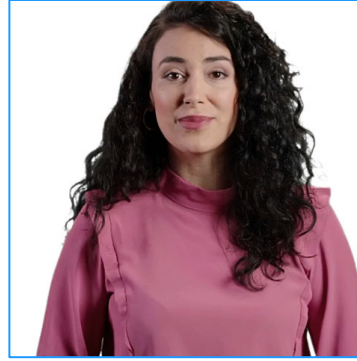
Watch Video >>>



Persona Family



Attuned Alex
Informed, Educated Digital
Enthusiast



Challenged Charlie
High Needs and High
Barriers



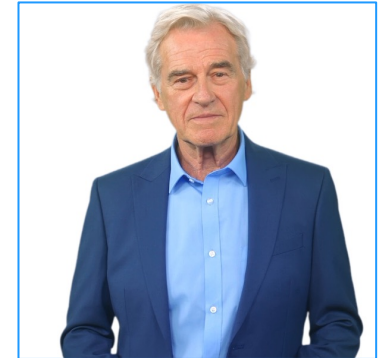
Diligent Damari
Health-Conscious
Frequent Flyer



Independent Isaac
Informed and Pessimistic



Value-Seeking Val
Cost-Conscious
Convenience Seeker



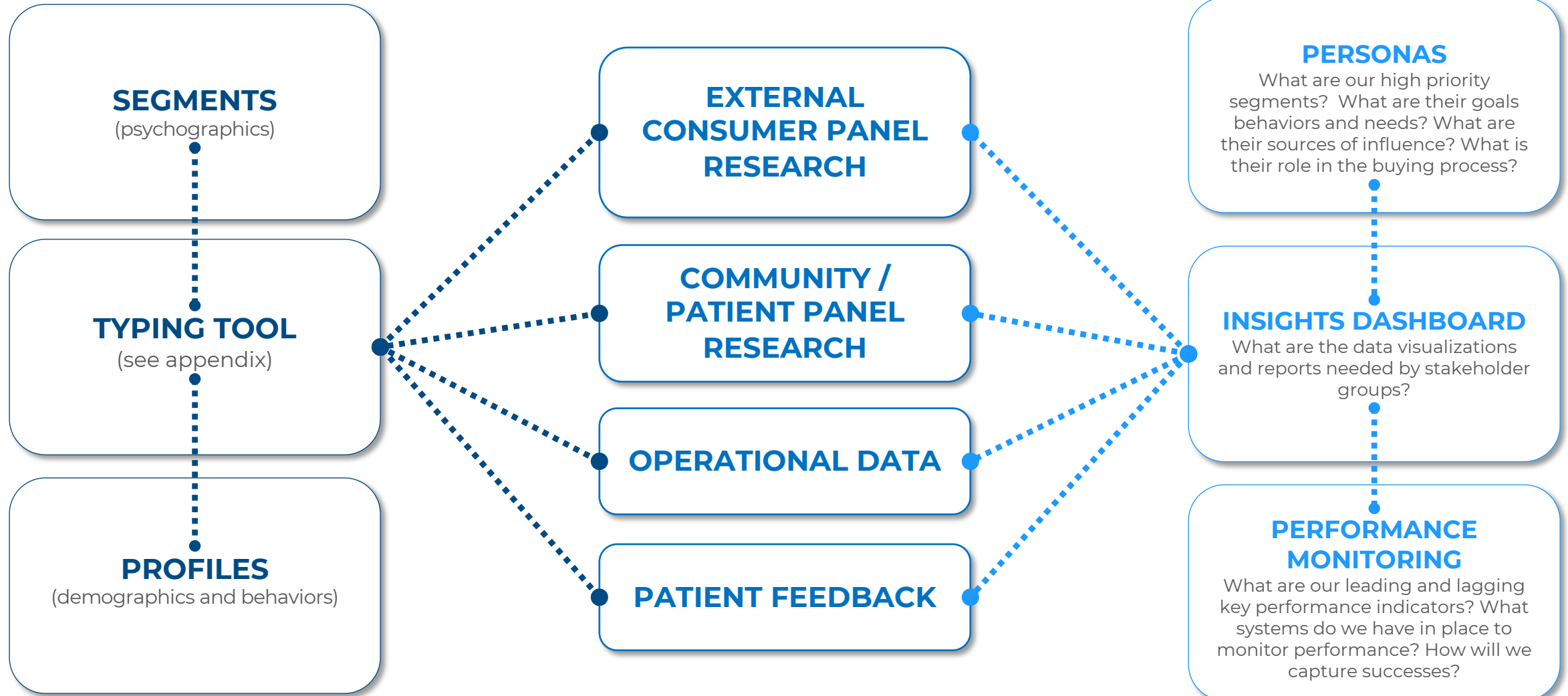
Traditional Terry
Trusting Seniors

**So, now what
do I do?**



CONNECT DATA DOTS

Use Typing Tool to Translate Segment Insights



ENGAGE CARE TEAMS

Integrate Personas and Storytelling
In Workshops and Learning
Opportunities



How They Show Up in Deliverables



“Ease & accessibility of scheduling would be one of the most important pieces of my care.”

Diligent Dalia

- 32 year old single event planner
- Lives on an average income
- Influenced by recommendations from others
- Digital tools are appealing
- Frequent health care user

Goals

- Stay healthy
- Maintain preventative care visits
- Build a trusting provider-patient relationship
- Feel listened to and understood
- Prioritize my provider over the system

Persona Differentiators

Dalia compared to other segments

Low	High
Age	High
Income	High
Reported health	High
Openness to virtual visits	High
Cost sensitive to deductibles	High
Loyalty to health care system	High
Experience with F&MCW	High



Specialty Pharmacy: GI Persona 4

Meet Amir

“Don't make me jump through hoops to manage my lifelong illness. I need you to see me as a person and know I take this with me when I leave.”

AGE: 32
GENDER: Male
STATUS: Married
CHILDREN: No Kids

PHARMACY: Froedtert
DELIVERY METHOD: Home Delivery
MEDICATION EXPERIENCE: Romicade, Circia Injections, Stolaria

HOMETOWN: Milwaukee, WI

NEEDS:

- See the person, not the symptoms
- Trust in provider needs to be earned through partnership and time
- Will not settle for 80% symptom relief – tweak medication to shoot for 100%
- Reassurance there are always options for treatment

PAINS:

- Medication stopped working after being in remission for almost 10 years
- Needed to have surgery after medication stopped working
- Paying monthly on medications he no longer takes (even with Medicare)

LENGTH OF GI JOURNEY: 20 YEARS

DIAGNOSIS: Crohn's Disease

MOTIVATIONS/GOALS: Find Medication with Longevity, Independence, Self-Management, Convenience, Not Take Shots, Medication

PROVIDER RELATIONSHIP: Trustful, Trust

SYMPTOMS: Symptomatic, Remission

ADAPTABILITY: Adverse, Open to Change

REACTION: Reactive, Proactive

SUPPORT: Help from Others, Learn to Do

F&MCW SYSTEM PERSONA:

F&MCW SYSTEM PERSONA:

Independent Isaac
(Additional Info in Appendix)



Evolution

- Balancing the share of voice
- Tools for education and engagement



Art of Possible



Future
is **NOW**



Appendix



STACEY MUELLER

MS, CCMP, CPXP

Executive Director, Experience Management, Froedtert Health

Stacey joined Froedtert Health in 2021 to lead the Experience Management function for The Froedtert & The Medical College of Wisconsin Health Network. Prior to joining Froedtert, Stacey held leadership roles in fund raising, marketing communications, organizational communications, patient experience, process improvement and organizational change management. Past employers include Goodwill of Southeastern Wisconsin and Greater Chicago, Press Ganey and Children's Wisconsin. Stacey holds a master's degree in Organization Leadership & Quality, a bachelor's degree in Journalism and certifications in organizational change management and patient experience.

Froedtert

&

MEDICAL COLLEGE of WISCONSIN

The Froedtert & the Medical College of Wisconsin health network is a **partnership between Froedtert Health and the Medical College of Wisconsin** supporting a shared mission of patient care, innovation, medical research and education.

Our health network operates **eastern Wisconsin's only academic medical center and adult Level I Trauma Center at Froedtert Hospital, Milwaukee**, an internationally recognized training and research center engaged in thousands of clinical trials and studies.



TEN HOSPITAL LOCATIONS



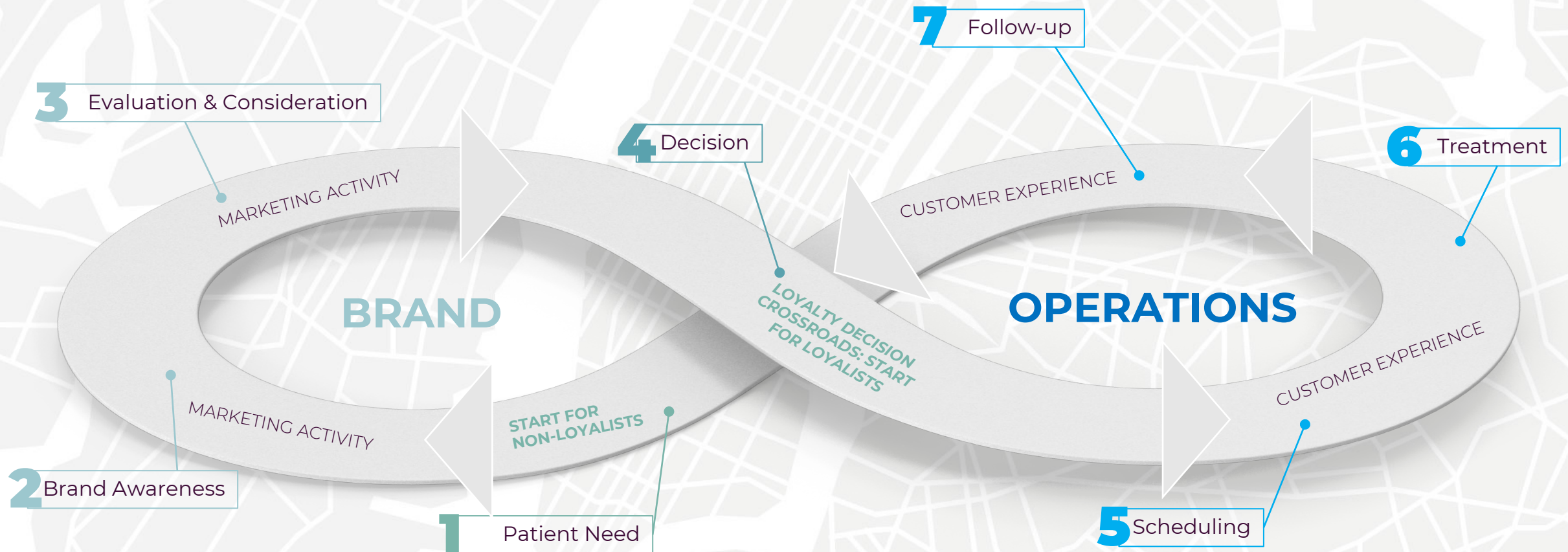
2,300+
PHYSICIANS

45+
**HEALTH CENTERS
& CLINICS**



VOC Helps Make Sense of Consumer Journey

Understanding Consumer Perception throughout the Omnichannel Journey is vital for Executing on your Brand Strategy



Fulfilling your brand promise, created by marketing, via experience is the key to creating brand loyalists

