

Behavioural insights

Benefits

- Helps you to understand your patients and staff in a detailed way through insight
- Enables you to target your budget most effectively
- Allows you to develop impactful campaigns that encourage behaviour change.

Our credentials

- Our wide experience enables us to advise you on the most effective way to engage with your patients and staff and to obtain the insights you need
- Our professional team of experts is led by:
 - > clinical experience
 - > academic research
 - > scientific process.
- A NHS organisation that is committed to public service values.

What's included

- Tried and tested engagement methodologies adapted for different audiences
- In-depth reporting on all the feedback obtained to enable you to make evidence-based decisions
- Use of innovative digital and social listening tools.

For example

We can gather insights to gain an understanding about why patients attend a GP practice when they could get the treatment they need at a community pharmacy.

By understanding patient motivators and barriers, we will be able to build a detailed picture of how we might be able to influence their behaviour to encourage them to use the most appropriate service for their health needs.

The intelligence we gather will enable us to develop a targeted PR or behavioural change campaign that is cost-effective and most likely to achieve positive outcomes.



Understanding
desired outcomes



Data analysis &
desktop research



Audience
identification



Behavioural
research strategy &
implementation



Reporting

