



// CHALLENGE

Grow the number and diversity of consulting engagements with current and new clients by providing Vennli's solution to understand target audiences in order to increase client market share.

// SOLUTION

Augustus Advisors partnered with Vennli, whose software and services help organizations improve decision-making by making it easy to understand how customers (or patients in their case) make choices. Using the integrated survey platform, Augustus Advisors easily gathered real-time insights for their client organizations about what's most important to current and prospective patients. Intuitive data visualization quickly led to strategic decisions and consulting engagements aligned with patient needs.

// KEY INSIGHTS TO DRIVE BETTER DECISIONS

By integrating Vennli's platform into their service offerings, Augustus Advisors was able to secure eight new client engagements in eight months. This represented a diversity of healthcare providers, including emergency departments, OB service line, orthopedics, sports performance training, athletic rehab and physical therapy, and sports medicine.

For each engagement, Vennli provided coordination of the respondent panel, transcription of phone survey data, interpretation of results, and visualization of patient choice data. The insights allowed Augustus Advisors to provide data-driven recommendations for their clients' strategic needs.

For example, in one case, Vennli insights uncovered exactly why local patients were traveling longer distances to avoid a competitor. The insights revealed how the client organization compared to incumbent competition on the factors that drove patient choice of where to obtain care, allowing Augustus Advisors to assist their client in developing targeted marketing campaigns to increase patient volume.



Augustus Advisors also used Vennli's platform to conduct concept testing for a new service offering in order to reduce the risk of high capital expenditure costs. They obtained data that supported which new services would impact the choices of local patients.

Several of Augustus' client cases used Vennli's platform to drive strategic planning by identifying where their clients should prioritize improvement efforts in order to provide the greatest competitive differentiation. For example, one case revealed where the greatest unmet needs existed in the community amongst ER services. With rich segmentation ability and side-by-side comparisons, including the ability to view by Net Promoter Score, Augustus Advisors was able to easily provide data-driven recommendations for their client's growth strategy.

// RESULTS

Augustus Advisors was able to conduct research more quickly and efficiently by integrating Vennli's platform. The intuitive data visualization of the insights made it easy to socialize the results and the recommendations of Augustus Advisors throughout the hospital and health system.

In many cases, results formed the basis of operational changes, strategic investments, and targeted advertising campaigns, allowing their clients to be focused on the drivers of local patient choice, thereby improving their effectiveness.

Based on their initial engagements, Augustus was able to generate four more consulting packages for one of their healthcare system clients.

"Vennli helps us identify market opportunities for our client organizations to grow. The visualization of data allows us to move quickly from interpretation to action with our clients. It saves us time, allowing us to focus on the strategic nature of our consulting engagement instead of being tied down in details of data collection and interpretation. We appreciate the expertise and partnership of the Vennli team. It's like having a research arm in-house, and it has allowed us to grow our consulting business much faster."

— Heather Schoegler, President and Founder