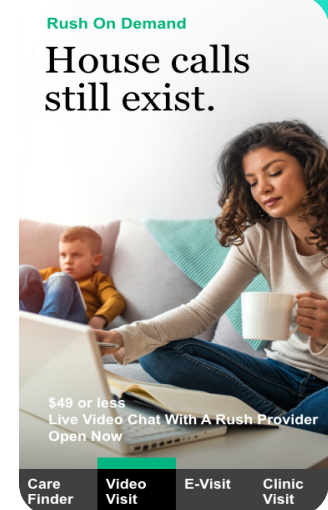


CASE STUDY

Rush University System for Health evaluates pre-market concept alongside consumers



ABOUT

A research team tests a new brand offering, combining their best products under one umbrella, with pre-market feedback directly from consumers.

WINS



Qualitative Feedback, at Scale



Quick Time to Insights



Ideation Validation

Challenge

Rush University System for Health (Rush) set out to unify their convenient care brand (Rush On Demand) under one streamlined user experience. Partnering with Abundant Health Acquisition (aha!), the Rush team wanted to create a new experience to help consumers more easily navigate care options based on their preferences. Rush engaged aha! to both re-imagine the design and validate, at scale, the consumer perception and business value of the new experience without exhausting resources or bandwidth.

Solution

aha! offered Remesh as a solution, because of the platform's collaborative nature and the capacity to speak with a large group of consumers in real-time and online. The Remesh platform blended contextually relevant, statistically significant findings with a manageable and affordable timetable – all while allowing the research team to remain empathetic toward the key audience.

Result

aha! was able to help the Rush team not only understand whether consumers would like the concept or not, but answer the “why” behind consumer responses, and therefore better anticipate consumer needs. One key finding was that the new umbrella brand moved the needle on consumer willingness to engage in or use telehealth services in general. Additionally, study participants provided design feedback on the brand/product offering with initial responses before the product entered the market, allowing Rush to refine the experience for the best possible reception.