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**Improving Bottom  
 Line Performance  
 with Superior  
 Marketing  
 Intelligence and  
 Strategies**



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 PERMIT #2**

## President's Corner

*(Continued from page 3)*

A company's marketing activities should focus on what is known as AIDA, which stands for **A**wareness-**I**nterest-**D**esire-**A**ction. These terms describe the process that prospects and customers go through in selecting a product or service.

Awareness activities focus on building general brand recognition among the target market. Interest activities are designed to help the target market understand that your product/service can address a need they have. Desire activities represent the last step before having the target market take action and use your product. The goal of desire activities is to convince the target market that your product will provide the maximum fulfillment value for their need. The AIDA process is hierarchical – it must be conducted in a specific order. Desire is not generated without first building awareness and creating interest.

Companies should conduct marketing audits regularly to ensure that they are employing the proper mix of strategies.



## Employee Spotlight

### Tracy Brassil Office Coordinator

RMS is pleased to spotlight our office coordinator, Tracy Brassil. Tracy has been with RMS for over three years, and handles all of our office's administrative functions, keeping our research team organized. Tracy is also the "voice" of RMS, handling incoming telephone calls to the office.

Tracy brings a wealth of experience to her position. Prior to working at RMS, she worked for 15 years in the transportation and logistics industry for General Transportation Services, Inc.

Tracy graduated summa cum laude in May with an AAS degree in Health Information Technology at Onondaga Community College. As a result of her academic achievement in the program, Tracy received the 2006 Curriculum Honor Award and the 2006 Outstanding Achievement Award from the New York Health Information Management Association.

# RMS News

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Circulate to:

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## RMS Launches HCAHPS® Survey Administration Service

Research and Marketing Strategies (RMS) has added a new healthcare research service to its portfolio. The firm has officially met the Survey Vendor *Minimum Survey Requirements* for Hospital CAHPS® (HCAHPS®) survey administration as specified by the Centers for Medicare and Medicaid Services (CMS). That allows RMS to administer HCAHPS® for hospitals who want to use an outside vendor.

The HCAHPS® survey is part of a national focus to provide performance data on a range of health care services at multiple levels of the delivery system. The purpose of HCAHPS® is to uniformly measure and publicly report patients' perspectives on their inpatient care. The three broad based goals of HCAHPS® include:



1. Producing comparable data on the patient's perspective on care that allows objective and meaningful comparisons between hospitals and domains that are important to consumers;
2. Creating incentives for hospitals to improve their quality of care; and
3. Enhancing public accountability in healthcare, by increasing the transparency of the quality of hospital care provided in return for the public investment.

HCAHPS® will be implemented through the national Hospital Quality Alliance (HQA). This organization represents a public and private partnership on hospital quality reporting. Members include the AHA, FAH, AAMC, JCAHO, AARP, AMA, AFL-CIO, AHRQ and CMS.

Ultimately the survey results for participating hospitals will be published on a CMS sponsored website, [www.hospitalcompare.org](http://www.hospitalcompare.org).

Following CMS guidelines, RMS offers three modalities for which to conduct the HCAHPS® survey. These are (1) mail, (2) telephone, and (3) mixed modes (mail and telephone combined). A hospital may choose which mode is most appropriate for them. For more information on RMS' services in the area of HCAHPS® survey administration contact our office at 315-635-9802.

Check out our updated website at [www.RMSresults.com](http://www.RMSresults.com)

**FUN FACT:** Dr. Seuss wrote *Green Eggs and Ham* after being challenged by his editor to produce a book using fewer than fifty different words.

### Inside this issue:

**Feature Article:** 1  
**RMS Launches HCAHPS® Survey**

**Research Toolbox:** 2  
**Marking Audits - Fill the Gaps with Research**

**Special Article:** 3  
**Lifestyle Segmentation**

**President's Corner** 3

**Employee Spotlight** 4

### What Do You Think?

Email your comments, ideas or suggestions for the newsletter to: [VanceM@RMSresults.com](mailto:VanceM@RMSresults.com)

### Contact Us Online

You can contact the RMS team by using our contact submission form to request specific information on our services. Click on

[www.RMSresults.com](http://www.RMSresults.com)

## Recent Client Comments

*“Professional, thorough, and complete.”*

-Designworks Advertising

*“Good client interaction, well presented data, comprehensive report.”*

-Southern Hills Preservation Corporation

*“Professional and knowledgeable.”*

-Rensselaer County IDA

*“Responsive, easy to work with.”*

-Cortland Regional Medical Center

### Research Toolbox

## Marketing Audits — Fill the Gaps with Research



Companies often wonder if all of their marketing and advertising efforts and dollars are really paying off. Even an increase in sales following a marketing campaign eventually tapers off and many are left wondering which activities would work in the long run. Whether your company is getting off the ground or simply looking for a fresh, new angle, a comprehensive marketing audit may be what you need.

Marketing audits are designed to assess the effectiveness of a company's overall marketing processes and strategic planning efforts. An audit considers both internal and external influences on the marketing function. It identifies a company's competition and marketplace threats as well as opportunities for improvement in which to focus new efforts. Usually, an internal evaluation identifies current practices and determines how efficient and effective these practices are. Next, or simultaneously, an external evaluation researches the company's external environment including demographic factors, competition and opportunities for increased sales. Finally, a review of the current marketing plan seeks to bring the internal and external evaluations together so that processes and materials are created that directly complement the current temperature of the market. Consequently, the company is able to obtain the satisfaction of both clients and employees by implementing processes that achieve desired results.

A marketing audit seeks to answer the following questions:

1. What marketing resources do you currently have?
2. How well are the marketing processes defined?
3. How efficient are current marketing efforts?
4. Are the right processes in place for tasks like market planning, new product development, customer relationship management, etc.?
5. What are your long term and short term marketing goals?

Internal evaluations are often accomplished through in depth interviews with executives, managers and key employees within the company. Additionally, production data is analyzed and culled into usable information.

External research encompasses the demographic profile of the company's target market, or primary market area. An assessment of key competitors is conducted. Research also looks at how the external market will evolve and change in the future so that the company can adopt a more proactive approach to their strategies.

Ultimately, marketing audit initiatives are proposed based on the secondary and primary research results and an inventory of current marketing practices and materials.

For more information about how a marketing audit could help your organization, contact Mark Dengler at 315-635-9802.

### Special Article

## Lifestyle Segmentation

In recent years, marketing has developed a new dimension - lifestyle segmentation. It measures how people spend their time, their interests, and opinions about themselves and their environment, as well as providing demographic characteristics such as income, education, and where they live. Combining psychographic and demographic information can help predict buying potential and ensure appropriate marketing and advertising plans.

Lifestyle segmentation is predicated on the belief that “birds of a feather flock together”. That is, people seek out others with similar circumstances. Therefore, people in a defined geographic area such as a town, a neighborhood, or even a block, will have similar characteristics that can be used to target marketing efforts.

Some advantages of lifestyle segmentation are:

1. **Define the target market(s).** It provides a richer description of key audiences.
2. **Hone product/service positioning.** Marketers can appropriately promote benefits and advantages.
3. **Customize communications.** Communications are targeted for maximum effectiveness.
4. **Suggest new opportunities.** The analysis identifies unmet needs among target segments.
5. **Explain the “why”.** Knowledge of lifestyle, attitudes, and usage patterns can be used to explain behavior.
6. **Provide a more sound marketing strategy.** Promotions can be customized to ensure they are best received.

Lifestyle segmentation enhances strategy development. Fresh insights and more dimensional views are obtained.

Research & Marketing Strategies, Inc. often use lifestyle segmentation to develop and hone marketing strategies for its clients. Contact us to learn more.



**Mark Dengler**  
President

## President's Corner

A key component in any marketing effort should be evaluating the specific activities undertaken relative to their actual effectiveness. How much has market share grown? Has interest been generated around new products? What does the target market think of you? Business professionals have developed marketing guidelines and principles that are applicable to all companies regardless of industry segment. These guidelines are germane to the “exchange process” whereby a company exchanges its goods or services for a monetary reward or action from customers.

*(Continued on page 4)*

## RMS' Professional Services Include:

### ✓ Custom Survey Research

- Telephone Surveys
- Written Surveys
- Focus Groups
- Personal Interviews
- Electronic Surveys
- Mystery Shopping

### ✓ Image & Awareness Testing

### ✓ Site Selection Research

### ✓ Strategic Planning

### ✓ Customer Satisfaction Measurement

### ✓ Competitive Positioning & Intelligence Gathering

### ✓ New Product/Service Feasibility Studies

### ✓ Customer Profiling

### ✓ Geographic Analysis of Business Patterns

### ✓ Demographic and Psychographic Analysis

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