

Effective marketing plans influence key customer behaviours

Getting to grips with a changing world

As the core NHS model in the UK evolves, ResMed had an opportunity to position itself as a key partner in new treatment pathways, developing new models of care for patients in their therapeutic area.

To better understand this opportunity and support effective decision-making, insight was needed into how local commissioning groups made decisions and where marketing interventions could add the greatest value

Mapping the decision making process

Different commissioners follow distinctive decision making paths - and understanding those paths reveals how different triggers, influences, contexts etc. result in different behaviour. Effective marketing programs require an understanding of the drivers and influencers underpinning behaviour.

Mapping the decision making process; identifying influencers operating prior to the decision occasion; and articulating key inflection points along the way enabled us to build a picture of how clinicians and managers make decisions

Identifying key behaviours

Our journey mapping framework gave ResMed a clear picture of commissioner behaviours that occur before, during and after the decision to act.

We identified current /likely behaviours and their frequency; mapping sources of influence; quantifying the potential value of changing behaviours and selecting behaviours that can be influenced to achieve our business goals

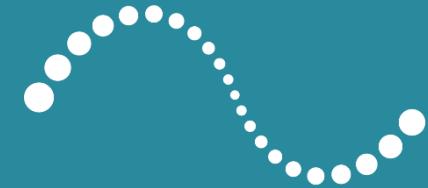
Making a disproportionate impact

The work provided a clear understanding of commissioner priorities, what interactions they wanted with external partners, and how they defined value. It also determined where and how ResMed could (and could not) best interact with commissioners to influence behaviour to their mutual benefit.

The work provided insight into the key leverage points where i.e. the 'gates' where key go-no-go decisions were made, and their triggers at each of these points

ResMed was able to halt projects that, with this new insight, were identified as likely to be ineffective and instead direct funds to where there was an opportunity to have a disproportionate impact

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ResMed

ResMed is a San Diego-based medical equipment company. With revenues of \$1.7bn, employing over 6,000 people and operating in approximately 100 countries worldwide ... ResMed specializes in innovative solutions for the treatment of sleep-disordered breathing, sleep apnea, COPD and other respiratory conditions.