



## KJT 411

News & Events

Reserve your seat today for our next webinar—**Six Degrees of Segmentation**. The primary goal of segmentation is to help you achieve a sustainable competitive advantage through better understanding of customers and markets. There are many approaches to segmentation but which one is right for you? You have the results but now what? During this webinar, we will discuss different types of segmentation studies and when to use each one, with case studies and examples. Don't miss out. [Register today!](#)

## Monthly Insight

Suicide is the 10<sup>th</sup> leading cause of death in the United States.

September 10-16 is

[National Suicide Prevention Week](#).



## Questionnaires and Design Thinking

Sometimes it's difficult to see the forest through the trees. Sometimes the trees get lost along the way when looking at the entire forest. When going from the process of questionnaire design to the act of survey programming or even data processing, there are times when spending a little longer discussing how something is supposed to work will save time and effort during inevitable re-works. Communication and understanding is key.

As a programmer, I've developed an instant association between what I see in a questionnaire and what type of data structure or validation or question format will be required to make the design a reality. There are some instances where operations members are unable to program what the research team has in mind or what the client has requested. Additionally, there are cases when what is being requested is simply not possible, or does not make sense from a logical or utility-based point of view.

Often, members of research may have an idea about the story they want to tell before the data are gathered. Knowing more about the technical relationship between the questions we're asking and the answers we're hoping to get is critical. In order to write a report and tell a story, we need to understand the variables and data structure required to capture that information. To make this a reality, the research team works closely with the operations team to identify the optimal programming design that satisfies both the desires of the research team as well as our external clients.

Through an initial Quality Assurance process, as well as numerous checks throughout the project life cycle, the operations team is able to guarantee the execution of the programming. Some facets considered are the insights the clients need, or the research objectives, the respondents' ability to answer questions, and the programming capabilities or limitations we may

face. As part of the QA process, our programming team may propose alternate survey designs in order to satisfy these aspects. If substantial edits must be made to the design then we will reach out to the client for their confirmation and approval. Otherwise we will carry out the process internally through collaboration and teamwork. We are able to leverage the principles of Design Thinking, by providing quality assurance steps throughout the project life cycle in order to ensure an optimal design.

There can be many instances where a lack of communication during the transition from design to programming can snowball into a multitude of issues. By collaborating and closely tying the two processes, we are able to satisfy our client requests while minimizing rework. We can guarantee more accurate timelines and higher quality services to KJT Group's clients. - *Tyler Crandell, Jr. Operations Programmer*



# The Peter Pan Generation of Patients

Millennials (age 18 – 34) are notorious for waiting: waiting to move out, waiting to get married, waiting to have children, even waiting to receive medical care. In fact, Millennials have pushed off the traditional life timeline for so long experts have dubbed them the ‘Peter Pan Generation.’

Millennials often delay these life events because they can’t afford them. Research has found that half of the Peter Pan Generation has at some point delayed receiving medical care due to high costs.<sup>1</sup>

Millennials’ tendency to delay medical care due to cost is important for market researchers to think about for two reasons.

First, it affects how we should interpret patient concerns regarding treatment cost. It’s not uncommon to hear patients talk about cost as a major concern when it comes to their healthcare—in fact, cost repeatedly ranks as the top concern for patients of all ages. However, as researchers, it’s easy to write this concern off as one all generations feel equally. It’s not. Research shows that Millennials are more likely than any other generation to delay treatment until they can afford it.<sup>1</sup> Thus, market researchers must consider that when Millennials report concerns about costs, the implications are critical: while other generations are willing to stomach expensive treatments, Millennials often have no choice but to wait.

Second, because Millennials often delay medical care until absolutely necessary, they tend to have different attitudes about their care (when they finally opt for treatment) than older generations. This difference is significant for market researchers.

According to experts, Millennials have unique attitudes towards these three aspects of healthcare:

**Convenience:** Convenience is key to Millennials—more so than for other generations.<sup>2</sup> The generation that grew up with the speed of the internet is known for being wary of long wait times and other inconveniences associated with doctor’s visits. In other words, once Millennials are done delaying medical care, they don’t want to wait anymore.

But a short stay in the waiting room isn’t the only convenience Millennials look for—they also prefer convenient appointment schedul-

ing, like walk-in appointments and text/email reminders. Millennials would rather visit an urgent care center than deal with the hassle of the ER.<sup>7</sup> They have even shown interest in telemedicine and accessible electronic medical records, which could make seeing one’s doctor or health information that much easier.

**Physician Interaction:** Once Millennials leave the waiting room and enter the exam room, their expectations about time flip-flop. When they’re with a doctor, they don’t want to be rushed—they favor a more personal interaction, complete with steady eye contact, ample time for communication, and even a physician sitting or standing close by.<sup>3</sup> Physicians who don’t provide this attention risk creating a sub-par experience for these patients. Because Millennials are significantly less loyal than other generations to their doctors, they are more likely to switch doctors after even one sub-par visit. According to recent research, nearly 50% of Millennials are likely to switch their primary care provider, eye doctor, and even dentist soon due to low satisfaction.<sup>5</sup>

While other generations, like Baby Boomers and Gen Xers, also value positive physician interactions, Millennials value these interactions differently—older generations feel comfortable staying with the same physician for the long-term, while younger patients are more critical of the quality of each individual visit.<sup>4</sup> This difference makes sense given Millennials grew up with access to more doctors and resources (e.g., urgent care centers, online reviews) than older patients. As a result, Millennials, especially those who delay care until necessary, have little tolerance for inattentive physicians—they know they have the choice to go elsewhere next time.

**First Impressions:** To Millennials, first impressions matter most. These impressions begin even before they walk into the waiting room, through online reviews, word of mouth, and advertising. Millennials are more likely than other generations to seek out information online or from friends/family about a doctor before making an appointment, and will quickly eliminate doctors with poor reviews or no online presence.<sup>6</sup> At appointments, Millennials will also pay close attention to the quality of the medical equipment and office atmospherics. Old equipment, ratty gowns, and outdated

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furniture can all contribute to a poor first impression.<sup>8</sup> Ultimately, poor first impressions will push these patients elsewhere.

It’s easy to see that these attitudes will have, and already have had, drastic effects on the healthcare market and how we conduct research. Whether studying patient segments, satisfaction, or other attitudes/behaviors, researchers should consider how these generational differences will impact studies both now and in the future. While the Peter Pan Generation may be notorious for waiting, KJT Group isn’t waiting around to consider this generation’s impact on the market.

- Troy Allen, Research Associate & Corinne Shanahan, Research Assistant

#### Sources:

1. <https://goo.gl/VjQgQ6>
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## In October’s Issue:

- Salesforce Effectiveness
- Optimizing the Client, Research Partner Relationship