



## What to Expect from Amazon's New Healthcare Venture

Recently Amazon, Berkshire Hathaway and JP Morgan Chase announced they would create an independent healthcare company for their U.S. based employees. While we can venture a guess on what this partnership will entail, the full details of what may be made available to their 1.2 million employees<sup>1</sup> is not yet known.

Large employers attempting to tackle healthcare issues it faces with its employees is not new. In 1915, Henry Ford grew concerned over the healthcare available to his workforce so he opened the Henry Ford Hospital in Detroit<sup>4</sup>. However, these three giants' new venture aims to move far beyond those who have come before them.

Considering that Amazon's business ambitions have consistently shaped markets<sup>3</sup>, we

can assume this venture will be no different. Amazon founder and CEO Jeff Bezos said "Hard as it might be, reducing health care's burden on the economy while improving outcomes for employees and their families would be worth the effort."<sup>2</sup> Warren Buffet of Berkshire Hathaway and Jamie Dimon of JPMorgan Chase have echoed similar aspirations.

That being said, some caution should be taken when considering what is reasonable for these corporate giants to initially conquer. While 1.2 million is a large number of employees, their negotiating power is relatively small compared to our nation's largest payers who control 10's of million of lives each. Rather, expect an initial focus on technology to help simplify care<sup>1</sup>. The interesting point will be what this venture aims to ac-

## KJT 411 News & Events

We have conducted two webinars this year: "Healthcare Reform (Insights from the LightSource Poll)" and "Market Dynamics Management and Customer Satisfaction". If you were unable to attend, you are in luck! Head to [our website](#) to watch all of our past webinars, including the two most recent. Our next webinar, "Using Empathy to REALLY Connect With Your Customers", is scheduled for Wednesday, April 11. Stay tuned for more!

## Monthly Insight

There are 20,000 people in the U.S. who live with hemophilia and more than 1% live with von Willebrand Disease. March is National Bleeding Disorders Awareness Month. Learn more [here!](#)



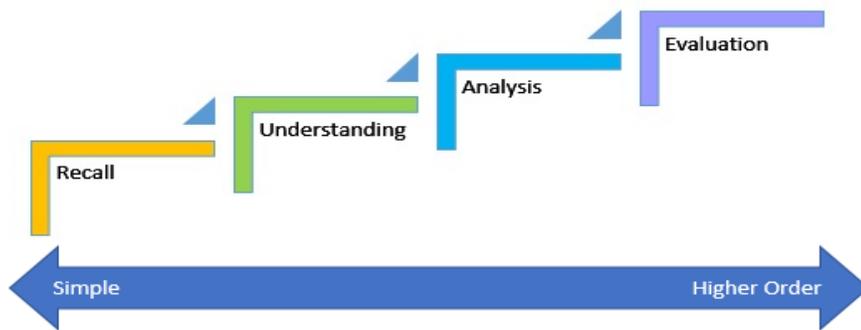
complish after providing this service to its employees. Once established, expanding to provide coverage to employees of other organizations and the public is not beyond the realm of possibility.

1. <https://www.nytimes.com/2018/01/30/technology/amazon-berkshire-hathaway-jpmorgan-health-care.html>
2. <https://www.businesswire.com/news/home/20180130005676/en/Amazon-Berkshire-Hathaway-JPMorgan-Chase-partner-U.S.>
3. <https://www.nytimes.com/interactive/2017/12/22/business/amazon-stocks.html>
4. <https://www.henryford.com/about/culture/history/hfhs/beginning>

- Tim Brewer, Research Manager



## The Good, the Bad, and the Ugly: Tailored Research For All Thinking Styles



Adapted from <http://thepeakperformancecenter.com/educational-learning/thinking/>

We as market researchers often reach for qualitative research to explore perceptions of, and reactions to, either existing or in-development products and services. The screener is just right – aimed at our target audience with fine tuning to ensure we have the optimal set of eyes, ears and minds at the table. However, one aspect we cannot always control is the individual's thinking skills. This is evident from experience interviewing “bad” respondents who are not able to articulate responses to the questions we ask them. Yet, it is appropriate and beneficial for organizations to hear feedback from the greater pool of their current/potential customers to develop re-

latable and relevant products with targeted supporting materials.

As outlined in the image above, recall of facts and experiences represent the simplest level of thinking, and this skill applies to nearly all respondents. As we move towards requesting higher level thinking from respondents such as analysis and generation of ideas, we may begin to hit roadblocks among those who's thinking process requires the appropriate stimulation to get them into this mindset.

Creating exercises and activities that empower consumers to engage in the desired thinking level is critical to getting the most out of respondents. Offering images or words as a platform to springboard ideas

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can allow for freer flowing thought. Introducing games brings an element of fun and play to the session, reducing stress and centering respondents on the task at hand. So, I challenge all of you to redefine what you think of as a “bad” respondent, and consider the possibility that we have not tapped into their particular thought process.

-Amy Allen, VP Qualitative Research



## The KJT Group Research Panel and What It Means For YOU!

The KJT Group Research Panel is a community of clinical and non-clinical healthcare professionals, spanning a multitude of specialties and roles within the U.S. healthcare system. KJT Group leverages its Research Panel to provide expert input into topics that include, but are not limited to:

- Interest in new and feedback on currently available products and services
- Exploring clinical protocols
- Understanding healthcare decision making (e.g., value analysis)
- Awareness of market events and treatment options

Other panels have similar participants, but here's how our panel is different:

1. **Our members are highly engaged.** Unlike other panels, we know our panelists and they know us...by name! We routinely interact with them on a first name basis, and they appreciate the relationships we have with them.
2. **We respond to them directly.** We don't shuffle off the responsibility of interacting with our panelists to a third party. We have a dedicated help desk, and inquiries are responded to and resolved within 24 hours.
3. **We have a fast and flexible payment system.** We process honorarium payments within 48 hours of the respondent completing the research. We also offer respondents many different ways to redeem their honorarium.

Today, the KJT Group Research Panel is comprised of over 9,000 healthcare professionals and it's growing every day! Due to the relationships we've built and the processes we've implemented, our panel often sees response rates of 20-30% – **TRIPLE** that of the sample industry average! These factors ensure your study will be completed on time and comprised of high quality respondents. You'll get the data and insights you need and more importantly, **CAN TRUST!** Contact us today to learn more about how you can take advantage of the KJT Group Research Panel in your next study!

- Brian Bair, Senior Project Manager