



For Health. For Life.

**OBJECTIVE:**

The Bone and Joint Clinic (BJC), a specialized provider of orthopedic and musculoskeletal care at three locations in Central Wisconsin, wanted an accurate measure of patient satisfaction, public awareness and perception of its services. The Clinic provides care in general orthopedics, sports medicine, joint replacement, fracture care, spine care, pain medicine, hand and upper extremity, and foot and ankle care.

**TARGET AUDIENCE:**

Current and past patients, and adults living in the communities served by the three Bone and Joint Clinics.

**STRATEGY:**

Develop two mail-in surveys – a Patient Satisfaction Survey and a Perception Survey – targeting adults living within a 40-mile radius of the three clinics.

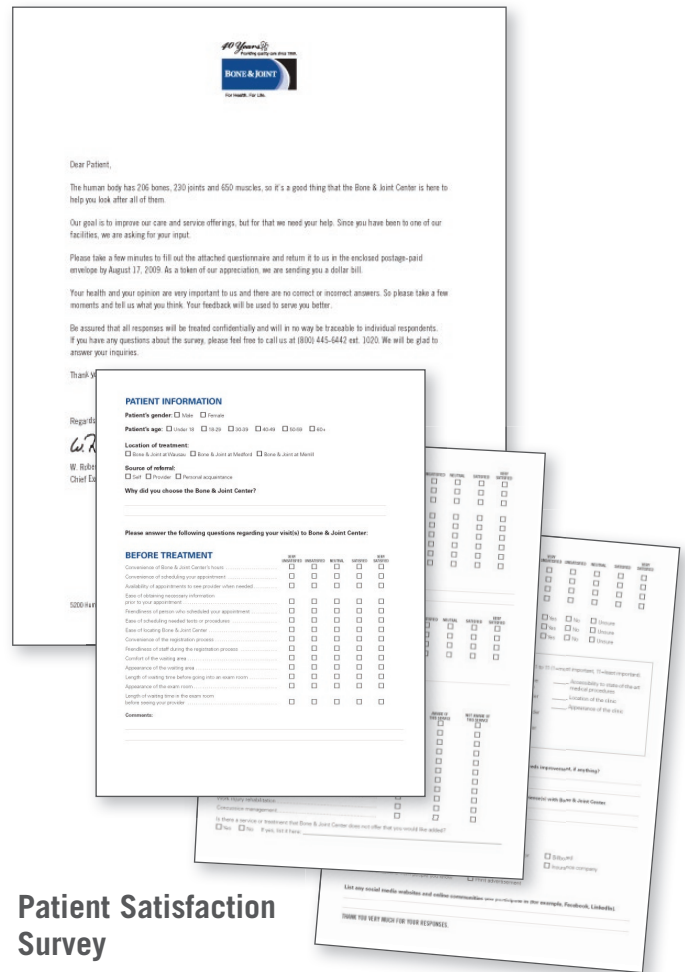
**CREATIVE:**

We wrote survey questions designed to capture public opinion and perception about the client and its competitors, and incorporated survey-design techniques, including an incentive item, proven to motivate individuals to complete the questionnaire. After studying the responses, we compiled the findings in useful, easy-to-follow formats.

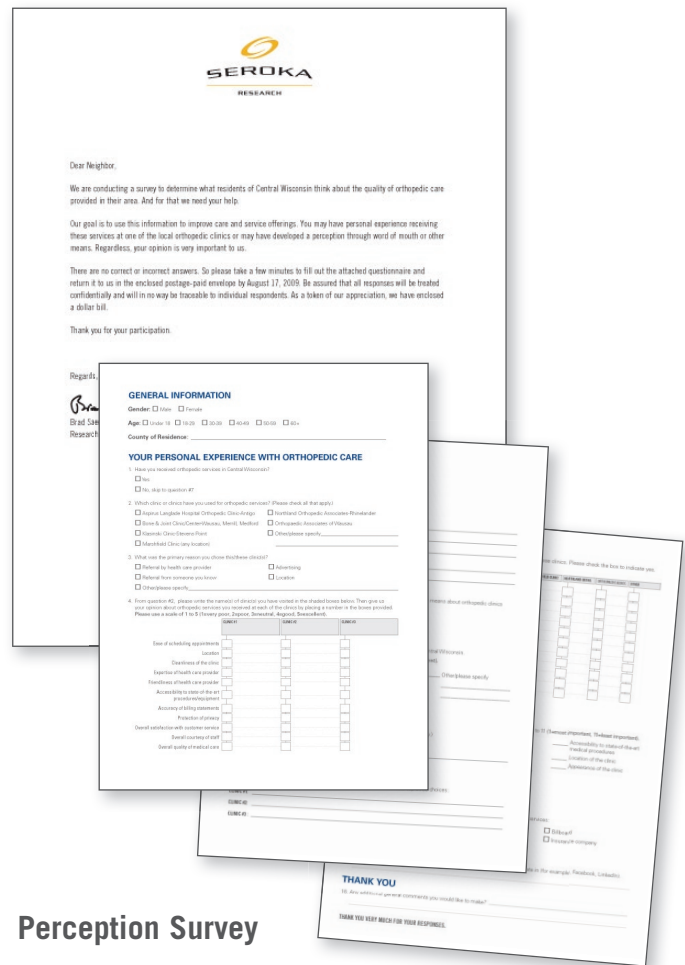
**RESULTS:**

The response rate for both surveys greatly exceeded expectations and research norms:

43 percent of the Patient Satisfaction Surveys and 29 percent of the Perception Surveys were returned. This high level of response ensured the Bone and Joint Clinic had accurate information on which to base future decisions regarding its services and marketing plans.



**Patient Satisfaction Survey**



**Perception Survey**