

DBMR Assists Leading Telehealthcare Services Provider in Understanding Customer Preferences for Elderly Care Services



The telehealthcare market is rapidly expanding, driven by the increasing demand for elderly care services and the integration of advanced technologies such as remote monitoring and telemedicine. Customers are increasingly seeking personalized, in-home care solutions over traditional facility-based options. This case study illustrates how DBMR assisted a leading telehealthcare provider in analyzing customer preferences, enabling them to refine their service offerings and improve market presence. By aligning services with market trends, the client gained deeper insights into customer needs, ensuring a more competitive and customer-centric approach.

Client Overview:

The client is a leading provider of telehealthcare services who approached DBMR to analyze its market presence in the elderly care sector. The client's focus was on expanding its offerings, particularly in understanding the shifting customer preferences between in-home care and facility-based care for the elderly. Additionally, the client required insights into consumer interest in technological advancements such as remote monitoring and other service features that could improve its service portfolio.

Challenge:

The elderly care market is evolving due to demographic changes, technological advancements, and increasing healthcare demands. Our client was experiencing challenges, including:

Understanding Customer Preferences: The client needed to better understand the preferences of elderly individuals and their families regarding in-home vs. facility-based care

Technological Adoption: With the rise of remote healthcare services, there was uncertainty about the acceptance of technologies such as remote monitoring, telehealth, and AI-driven support tools

Identifying Desired Service Features: The client wanted a deeper insight into the key features that potential customer prioritize, such as personalized care, affordability, and ease of use

DBMR's Approach

To address the client's challenges, DBMR conducted a comprehensive market research study that focused on:

- **Customer Segmentation Analysis:** We segmented the elderly care market based on age groups, health conditions, and geographic locations to understand which customers preferred in-home care vs. facility-based care.
- **Survey on Technology Preferences:** We carried out surveys and interviews with elderly individuals, caregivers, and families to gauge their interest in technological innovations such as remote monitoring, telemedicine, and smart home integrations for health monitoring.
- **Competitor Analysis and Market Trends:** DBMR provided a detailed competitor analysis to assess what services other players in the market were offering. We identified key trends shaping the elderly care landscape, such as personalized care options, cost-effective in-home services, and user-friendly technology integration.
- **Service Feature Prioritization:** By analysing customer feedback, we created a ranking of desired service features, highlighting aspects such as affordability, accessibility of healthcare professionals, data privacy, and customer support.

Key Insights and Findings

Preference for In-home Care: DBMR found that a significant portion of elderly customers and their families preferred in-home care due to the comfort and familiarity of staying at home. However, those with higher levels of medical need were more inclined towards facility-based care with dedicated support staff

Technological Acceptance: The research showed increasing acceptance of remote monitoring tools and telehealth services, especially among tech-savvy elderly individuals and caregivers. Ease of use, reliability, and data security were identified as critical factors in driving adoption

Desired Features: Customers prioritized personalized care services, flexibility in service delivery, and 24/7 access to healthcare professionals. They also expressed interest in receiving regular updates on health conditions via remote monitoring tools

Outcome

Service Enhancement: With DBMR's insights, the client revamped its service offerings, emphasizing in-home care options with advanced remote monitoring features. They also introduced more personalized care plans to cater to the specific needs of elderly individuals

Market Expansion: The client expanded its market presence by tapping into regions where in-home care was in higher demand and focused on educating potential customers about the benefits of technological enhancements in elderly care

Customer Satisfaction: By aligning its services with customer preferences and incorporating user-friendly technological tools, the client saw a notable improvement in customer satisfaction and retention

Conclusion

DBMR's tailored research helped the client not only understand the evolving preferences of elderly care customers but also position itself as a leader in providing innovative, tech-driven, and customer-centric care solutions. By focusing on the growing demand for in-home care and integrating remote monitoring capabilities, the client was able to strengthen its market presence and capture new growth opportunities in the telehealthcare market.