

Segmentation 101

Not everyone views an organization or product or service in the same manner. We all have different expectations, attitudes, needs, etc. As a result, a single product, pricing, distribution, or marketing and communications strategy seldom is effective for every consumer.

While a single theme or positioning over the long-term can be effective in building the brand, how it is priced, delivered, communicated, and who is most receptive are questions that market segmentation can address.

The PATH Institute's goal is to assist our clients in identifying the most attractive consumers through a sophisticated segmentation technique that reveals the natural patterns of adult response to health supported by nearly 30 years of validation and extensive application in the healthcare industry.

Patterns of Adapting to Health (PATH)SM

Patterns of Adapting to Health (PATH) is a health-specific psychographic segmentation model that identifies nine patterns within a population that both constrain adaptive health behavior and shape individual's **health outcomes**.

PATH can enhance a provider's ability to:

- Efficiently and effectively target both current and new customers
- Create a more personalized patient experience
- Improve compliance and patient engagement for population health

The **Patterns of Adapting to Health** identifies **segments** using a standardized 4 minute inventory that detects different patterns of consumer response to health. PATH tailored applications leverage these patterns for improved health consumer engagement.



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PATH

What drives their motivations

Patterns of Adapting To Health

Health Psychographic Segmentation
Understanding Individual Differences

PATH Institute

I seek care at the first sign. I want to understand my symptoms & the best healthcare treatment options available.



Healthcare Driven PATH

Improved understanding of person and how they respond to health

Person-centered leverage applied to populations

Deeper more effective engagement and behavior change **one-to-one**

The Most Comprehensive Model of the Person and Populations Responding and Adapting to Health

PATH Segmentation

- 30 year track record
- Data on 260,000+ adults
- 4 minute assessment
- Prediction of:
 - Co-morbid disease
 - Adherence
 - Medical expenditures
 - Rx utilization
 - Patient experience
 - Information seeking
 - Advertising receptivity

- Health Orientation**
- Health information seeking
 - Health proactive
 - Low physical activity level
 - Care seeking in response to perceived illness
 - Trust in medical care
 - Low healthcare cost concern
 - Low family health involvement

- Health Outcomes**
- High co-morbid conditions (heart, cancer, diabetes)
 - High medical testing demand
 - Highest physician and Rx medical expenditures
 - Greatest demand for specialty care

- How to Communicate with**
- Focus on key benefits
 - One sided arguments
 - More detailed information
 - Print/Internet
 - Tailor headlines, captions, to resonate with health psychographics

I'm concerned about my symptoms

Your initial tests were inconclusive. It may be nothing. I'm referring you to a specialist for more specific test.



Thank you doctor. Yes, I want to be sure we get ahead of any issue.

