



# M/A/R/C® developed a virtual ethnographic approach for a major health insurance provider to deliver insights during COVID-19

## THE CHALLENGE

Our client's optimization of outreach programs to serve their vulnerable Member segments required a rich understanding of their at-home experiences and caregiver options. Gaining these insights of chronically-ill Members without in-home ethnographies was problematic.



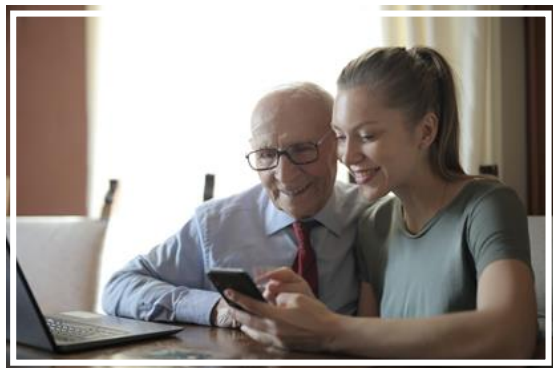
*It was critical to ...*

Gain a rich, in-depth understanding of the Member experience

Understand impressions of interactions with members of the care team

Gauge potential impact to the outlook, goals, and outcomes of Members

## THE SOLUTION



*Leveraging webcams to provide an **ethnographic “window”** into the day-to-day lives and circumstances of Members, respondents showed the interviewer their surroundings at home (where they sleep, spend time, prepare meals, pantry check, etc.). Seeing and talking to Members and their caregivers simultaneously provided a view of their interactions.*

## THE RESULT

We were able to determine if the Members' environment is conducive to their health and well-being. It also identified common health barriers that exist across chronically-ill Members. Our client received the in-depth assessments and observations needed to fully optimize outreach programs and truly impact their quality of life.

