



## Clinovia obtains vital market intelligence to help expand its home healthcare business

### Background

Established in 1975 as Unicare Medical Services, Clinovia pioneered home healthcare services in the UK. Now a member of the BUPA Group, the company supports Strategic Health Authorities, Primary Care Organisations and NHS Hospital Trusts by providing high quality home healthcare to thousands of patients with acute and chronic illnesses. Clinovia's comprehensive care service includes discharge planning; drug compounding and delivery; equipment provision; specialist home nursing; clinical waste handling; and covers areas such as complex and continuing care and infection management. With 450 employees operating from sites in Harlow, Manchester, Derby and Glasgow it is the UK's leading home healthcare provider.

### The Business Need

In 2005 Clinovia conducted a brand and market awareness study using Cranfield-based research specialists Acuigen Limited. The feedback led to some significant strategic and operational decisions being made in the business, including the launch of a sponsored journal, The British Journal of Home Healthcare, as a major market development and promotional vehicle.

When the company was acquired by the BUPA Group in December 2006, it was decided that a further study amongst a different target audience would provide insights into market awareness, highlight any competitive pressures, help to strengthen the Clinovia brand and assess the value and impact of the Journal.

### The Solution

In 2007, Clinovia commissioned Acuigen to survey potential customers in Primary Care Organisations and NHS Hospital Trusts. Luke Rudman, Marketing Manager for Clinovia, explained:

*“ The sample included commissioning and finance managers, pharmacists and nurses from multiple disciplines including haematology, gastroenterology and rheumatology. A total of 192 anonymous telephone interviews were completed and Acuigen made the results available to us online via a secure website. It was extremely pleasing that a substantial percentage of respondents feel we provide a cost-effective, reliable and high quality service and regard that as a key differentiator for us in our market. It also helped identify circulation challenges facing The British Journal of Home Healthcare. ”*



Case study



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→ **Benefits**

Clinovia has already taken positive action as a result of the research study, as Luke Rudman outlined:

“ The study identified which groups were most and least aware of our services, giving us a clear strategic direction for the future. We also understand far better than we did before the need to tailor our sales and communications activity more precisely to the requirements of different market segments.

We are also working on ensuring that a higher percentage of our customers and potential customers understand our capabilities and competencies. The study identified a “silo effect” where people perceive us as offering only a small percentage of the services we actually provide. The challenge now is to ensure we effectively communicate the message about the very comprehensive and integrated nature of our services. We intend to continue sponsoring *The British Journal of Home Healthcare* every quarter and the research has given us some valuable pointers on increasing circulation. We have obtained lists to enable us to better target certain groups and are expanding the editorial content to appeal to a broader audience.

We operate in a growth market, with the government very supportive of home and community healthcare. The survey has given us vital market intelligence that will help us to expand our business and ensure we remain the UK's leading home healthcare provider.”

Kathryn Beresford, Marketing Support Manager at Clinovia, who worked with Acuigen on both the 2005 and 2007 studies, is also very appreciative of their service:

“ Acuigen demonstrated an impressive level of understanding of our business and were a pleasure to work with throughout. Their fees are competitive for a very professional service and we particularly valued their unique online reporting and analysis tools which enabled us to drill-down into the research feedback. It's still early days, as the research is so recent, but I have no doubt that we will continue to see further benefits from the survey over the coming months and we would definitely use Acuigen again for any follow-up study. ”



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Acuigen are specialists in providing professional service partnerships with Systematic Real-Time Client feedback.

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