



## CASE STUDY

# Gaining a deeper understanding of the patient journey



There's been no slowdown in terms of what we've been able to deliver for clients – even in a global pandemic which has hit our sector hard. Having worked with Medallia Video for 3 years, we've been able to grow our patient journey research work by 10-20% year over year.

**Sally Udayakumar**  
Research Manager at  
Just Worldwide

**Increased patient journey work  
10-20% YoY**

**Medallia**

## THE BRAND

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Just Worldwide is a healthcare and pharmaceuticals market research field and logistics management company. While Just Worldwide provides traditional services across the healthcare spectrum, it has become an industry leader noted for its work in device testing, patient journeys and rare medical conditions. Just Worldwide aims to bridge the gap between patients, physicians and so that healthcare and patient experiences can be improved.

## Challenge

The COVID-19 pandemic dramatically changed data collection methodologies for the entire industry, forcing it to adopt virtual options at dizzying speed. If technology was to be the driving force of all data collection, Just Worldwide knew ease of use was key to making respondents feel comfortable and safe with it. Just Worldwide's partnership with Medallia Video proved advantageous here, as both companies had long shared the same goal of building successful research through positive respondent experience. Being able to rely on the Medallia Video platform to provide that comfortable and safe environment, Just Worldwide has been able to confidently keep up with its clients' projects no matter how much change has been required.

## Step 1: Integrate

Just Worldwide has always focused on ease of use, but now it needed to be faster. No longer could it wait for the shipping of materials or the flights of moderators. Their respondents were now given only moments per day to complete activities on their mobile phones that unlocked a plethora of complex results. Having Medallia Video as a partner allowed for increased speed without loss of quality.

## Step 2: Capture

Respondents use the Medallia Video platform to upload video diaries, complete specific tasks and answer questions in a variety of formats. The capture of insights in these various ways has enabled Just Worldwide to take a more longitudinal approach to information gathering, as opposed to relying on traditional "one and done" results. Respondents are quickly able to handle new technology, freeing up time for the research itself. In almost no time, shyness and awkwardness fade and respondents treat the exercises as normal parts of their daily routines.

## Step 3: Analyze

Medallia Video has always maintained a cutting-edge toolbox for analysis. With faster fieldwork comes the need for faster analysis and the ability to make quick changes based on the results.

## Step 4: Share

Adapting its processes to include webcam interviews and video diaries has been immensely fulfilling for Just Worldwide and its notable reputation for sharing rich patient insights. With the right permissions and the use of the Medallia Video platform's easy-to-navigate video management tools, it has been able to develop compelling showreels that capture forever raw and honest respondent content. Those reels have been instrumental in the way clients of Just Worldwide communicate with clinicians and patients across the world, especially in the rare disease categories. Its dedication to researching the rarest conditions is a valuable experience for those being researched and those doing the research. Never before have those two groups been closer than they are now.

## Conclusion

Our sophisticated analytics tools, combined with the flexibility that our mobile app offers to participants and clients, has meant that Just Worldwide has been to capture tangible insight like never before – even compared to the pre-pandemic era.

Giving patients the freedom to log their experiences when and where they want to, has provided the Just Worldwide team with a much deeper level of understanding when it comes to the needs and pain points of patients. What's more, the absence of a research representative at the data-gathering stage has improved the responses the team has been able to leverage – with participants much more open and authentic when it comes to relaying their experiences to a simple cell phone app.

We're proud of our relationship with Just Worldwide and hope to continue in helping the healthcare sector to improve the lives and experiences of patients globally, by giving the team the cutting-edge tools to extract meaningful data and insight.

### About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://www.medallia.com)