

Healthcare Emergency Room Design: Ethnography Research

Ethnographic research can enhance marketing decision support system in healthcare

Ethnography studies customers in their real time setting to elicit customer pain points. Corporate ethnography helps companies to design products to solve customer problems. One major health-care provider used ethnography research to redesign its health-care delivery with a patient-centered approach. The ethnographic study also uncovered various layers of emotions that go with the delivery of health care.

Marketing decision support system involves collecting and processing data with the help of computer software programs, advanced statistical tools, and other such techniques with a view to obtain a scientific solution to marketing problems.

The hospital has used the ethnographic research to understand patients' experiences who are admitted into the emergency room. Ethnographic team filmed a video to better understand the experiences of the emergency room as seen by a patient lying on a stretcher. The team captured anxieties of patients such as long periods of silence, loneliness, unsettling nature, etc.



Source: Google Images

That insight helped the hospital to redesign health care to provide timely information to patients so that they understand what is happening to them. The hospital also redesigned emergency-room with the installation of screens displaying waiting time information and focused more on better communication between patients and medical team.

Topic	Course
Marketing decision support system: Marketing research, MKIS and demand forecasting: Unit 7.5	Marketing Management

Source: Julien Cayla, Robin Beers and Eric Arnould (2014), *Stories That Deliver Business Insights*, MIT Sloan Review, winter, 2014.