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RMS

research made simple

Research & Marketing Strategies, Inc.



Research & Marketing Strategies, Inc. (RMS) is a full-service market research and consulting firm. We customize every project to deliver actionable results.

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RMS Goes "Red for Women"

RMS staff members celebrated National Wear Red Day on February 5, 2016, a day created to raise awareness for heart disease and stroke.

Ask. Listen. Solve.

5 Ways to work smarter, not harder

1. Make a "to-do" list.

Instead of wholly focusing on your "to-do" list, take mental notes of things you should not be wasting your time on—unnecessary meetings, pointless phone calls and useless time wasters. Keep it next to your to-do list and stick to both.



2. Give yourself some space.

Distractions are one of the biggest deterrents of creativity. Whether it's a flooding of disturbing phone calls, or a wide open office space with plenty of room for noise to travel, be sure to set boundaries for your working self. If you feel yourself losing focus, fix it. Go to a quiet area, listen to music, schedule a meeting with yourself. Avoid low productivity by putting a stop to disruption.

3. Guard your calendar.

Make sure your time is focused on your one or two top priorities. Ask yourself: "Is this how I want to be spending my time right now?" Remember, you are your calendar. So treat your calendar with respect.



4. Be quick to respond.

Be courteous—everyone is busy. Respond to calls and emails immediately, even if your response is "I'll get back to you." Try to respond within 24 hours and people will appreciate the courtesy. Sometimes you'll violate this rule, but putting forth the effort is a small gesture that can make a big difference.



5. Carry a notebook and pen.

Charles Darwin did it. Virginia Woolf and Thomas Edison did it. They toted around a notebook everywhere they went and jotted down ideas that popped into their heads. Thumb through it from time to time. It is a fantastic way to spark ideas and to weave creativity into the fabric of your life.





RESEARCH PANELS: WHY YOU SHOULD JOIN

by Zach Shaw, Panel Coordinator at RMS

One of the most frequently asked questions we hear at RMS is “How does signing up for a research panel benefit me?” Many don’t realize how surveys, focus groups and secret shoppers impact the services and products we use in our everyday lives. It’s common for companies to use market research before launching their service or product to gain a better perspective on what their consumers need. This allows the company to hone its goods and services, resulting in a better service or product for the customer. When joining a research panel, **you are directly influencing the decisions of local, regional and even global businesses to create better services and products.** What follows is more information on what you can expect from different research opportunities offered by the RMS ViewPoint Research Panel.

Surveys

RMS ViewPoint members who participate in surveys are typically sent an online questionnaire via email. These questionnaires are designed to be quick and easy to complete. Once we receive enough survey completions, our team reviews the data and transforms it into usable information for the client. Our clients are often interested in learning as much as possible: who is their target audience (age, gender, location, etc.), why did they purchase a particular product or service, how they became interested in that product or service, what other products and services they buy from competitors, and where they heard about the product or service. When our RMS ViewPoint members complete these questionnaires, it helps companies get the feedback they need to make strategic decisions. Panel research questionnaires allow you to tell a company what you are looking for as a consumer, what price range you are willing to pay, the location the company should distribute the product

or service, how it should be advertised, and much more. In the end, your feedback may make the product or service easier to use, more affordable, and easier to purchase. Most of the questionnaires provided to RMS ViewPoint members also include the opportunity to enter into a raffle for a reward. Previous rewards have included Amazon gift cards, cash and event tickets.

Focus Groups

Focus groups are a type of qualitative research involving a guided small group discussion between the moderator and participants. It is common for companies to utilize a focus group during the early phase of research to get a baseline idea of what the research should encompass, or as the end phase of the research to probe deeper into a particular topic that resulted from previous research. By participating in a focus group, you have the opportunity to be paid for shaping the evolution of a product or service.

Secret Shoppers

Secret shoppers look more at how the customer interacts with a company. Secret shoppers are given a task to collect information which will allow the company to solve an issue or improve a product or service. Mystery shoppers may collect information on things such as displays, pricing, store layout, sales staff and customer service, and will relay the findings to us. Our analysts then review the findings and derive themes and insights that allow a company to make informed decisions which impact the customer experience.

Being a part of a research panel has an impact on the products and services we use daily. If you would like to share your opinion and be the first to know about our research opportunities, join our research panel **RMS ViewPoint**. It’s quick, easy and free—go to RMSresults.com/ViewPoint.

RMS Welcomes Its Newest Team Members

Zach Shaw, Panel Associate

With previous experience as a business marketing and public relations intern, Zach focuses on developing and coordinating all aspects of the RMS ViewPoint research panel. He is also a key member of the Analytics team, and assists with data analysis and report creation.



Samadhi Moreno, Healthcare Research Associate

Samadhi is responsible for auditing, analyzing and entering information for all aspects involved



within the CAHPS® survey reporting process. With her Master’s Degree in Healthcare Policy and Management from Boston University, Samadhi utilizes her extensive knowledge to thoroughly uphold all required CAHPS® survey quality reporting measures.

Michael Brant, Practice Transformation Specialist

Michael provides analytical and programmatic support to the RMS Healthcare Transformation team. He aids in the firm’s healthcare transformation activities,



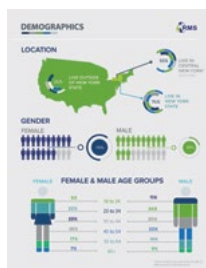
including assisting clients with individual project needs in preparation for NCQA approval and Patient-Centered Medical Home (PCMH) recognition.

RMS ViewPoint Research Panel Profile Book:

An Illustrated Informational Guide of our Panel Members



This spring, RMS will debut its 2016 RMS ViewPoint Panel Book—a dynamic and graphic first edition detailing the demographics of our research panel. Check out some features of the new Panel Book below!



Demographics

Explore the data everyone wants to know about. We've created eye-catching graphics to showcase the demographics and workforce data of our entire panel.



Central New York Appeal

Not only is RMS located in CNY, but over half of our ViewPoint panel members reside in the heart of New York. With Syracuse being a top-rated test market, we show you how Onondaga County mirrors the U.S. population.



Consumer Behaviors

We give you a detailed look into what our panel members plan to purchase, are interested in purchasing, their online shopping habits, media use and much more.

RMS Remembers Our Friend and Colleague—Mary Borland-Wainman

This April, RMS employees walked the American Heart Association 2016 Heart Walk, in honor of our colleague Mary Borland-Wainman. Mary, who recently passed due to a heart attack, was not only a long-time employee at RMS, she was also one of the most giving, caring and outgoing people anyone was fortunate enough to meet. Mary is deeply missed by those whose lives she touched with her contagious humor and warm charisma. All of us at RMS would like to dedicate a moment to celebrate Mary's life and how lucky we were to have spent time with her, creating wonderful memories that help her legacy live on. *"From your family at RMS, we miss you, Mary. Thank you for all of the light you brought into our lives."*



RMS Scores a Home Run



RMS is proud to be working with the Sarasota County government in Florida to determine the economic impact of the Baltimore Orioles' spring training on the local community.

Stay tuned to receive updates about all of our exciting projects!



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Your point of view matters.
Why not get rewarded for it?

Click RMSresults.com/ViewPoint
and share your point of view. 

PRESIDENT'S CORNER SPRING CLEANING YOUR MESSAGE

MARK DENGLER,
PRESIDENT & OWNER

Spring has arrived and with it, a new found energy to refresh and organize. Most associate "spring cleaning" with their homes and yards, but this season of renewal also signifies an ideal time to polish your organization's marketing activities, strategy effectiveness and messaging. The completion of the first quarter designates the need to benchmark where the organization stands relative to projections. Nimble, successful organizations regularly critique their marketing strategy effectiveness and make adjustments as needed. More importantly, they examine their messages, ensuring that they are on target and that these messages are resonating with prospective clients.

Key to having effective strategies is making sure that your messaging is getting across to your prospects and existing clients. Many times there is a disconnect between what is being promoted and how your product or service will meet the need of the prospect. Without a connection, the marketing "exchange process" will not happen. There are several



reasons for a message disconnect, but one of the most prevalent ones is that the message focuses on "features" and does not tout the "benefit" of the product or service. A product or service feature defines a characteristic and the

benefit defines the value of the characteristic to the customer. Another way to think of it is to recognize that a feature highlights the "what" about a product or service, and the benefit answers the "so" question for the prospect. For example, a retail facility might promote that they are open 24/7. Prospective customers hear this feature message, however it becomes more effective when you wrap that message with the "so"

Spring—an ideal
time to clean your
organization's
marketing activities,
strategy effectiveness
and messaging.

message: "so you will have ready access to your products whenever it is convenient for you." By stressing the feature **and** benefit simultaneously in your messaging, you help make a connection to a prospect's need. At the end of the day, prospects purchase based upon need fulfillment, not features. Therefore a key "spring cleaning" activity is to review your marketing messages and be sure that they include both a features and benefit description.

Take a look at this example Customer Need:

“ I get too many returns due to gizmo corrosion. It's costing me a fortune and I'm looking for a way to prevent that. ”

	Definition	Example
Feature	Defines the characteristic of your product or service	"My product has chrome-plated gizmos."
Benefit	Demonstrates the value of your product or service	"So you'll have no returns due to corrosion, and you'll be sure to cut your return costs."