

How did the MR&A Team at Quest Diagnostics make tastier burgers during the COVID-19 pandemic?

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Serves
~50%
of U S
hospitals
and
physicians



Serves
1/3 of the
U S adult
population
and **~50%**
within 3
years



>56B
patient
data
points



6,850+
retail
and
patient
access
points

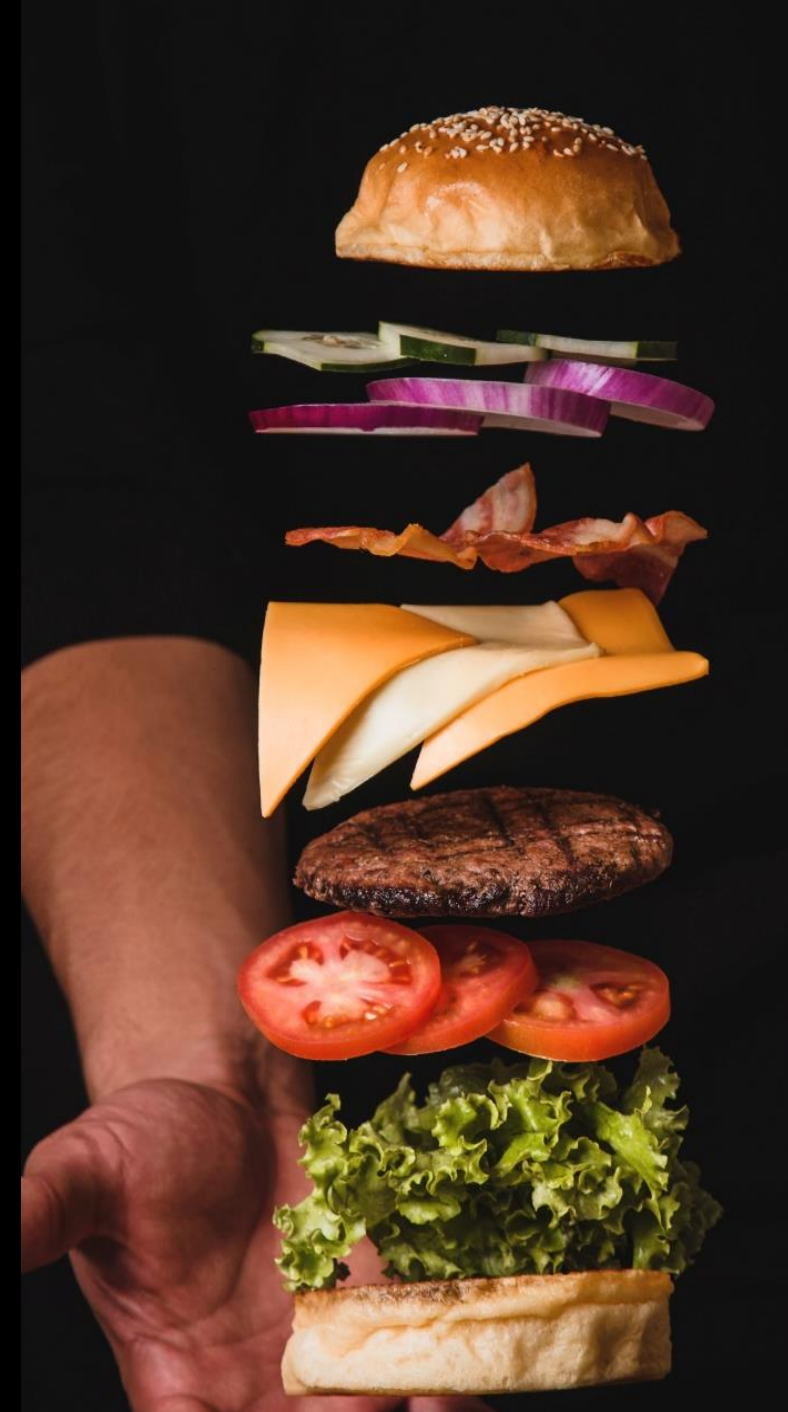


~23,000
phlebotomists,
paramedics
and health &
wellness
professionals



~1.8M
tests
processed
per day





4

The New Norm

3

Establishment of protocols to set the team up for success

2

Adaptation to COVID-19 hot issues to meet rising demands

1

Team structure and building relationships



1

Team structure and building relationships



Department Head

Enterprise

Brand Strategy

Market Research & Analytics Lead

CVME

Drug Monitoring

Consumer Marketing

Market Research & Analytics Lead

Oncology

Neurology

Healthcare
Professionals
Marketing

Market Research & Analytics Lead

Women's
Reproductive Health

Infectious Disease &
Immunology

Hospitals & Health
Systems

Market Research & Analytics Lead

Consumer Initiated
Testing

Health Plans &
Payers

Customer Experience

A group of hikers with large backpacks are ascending a steep, rocky mountain trail. The hikers are wearing various outdoor gear, including hats, jackets, and backpacks. The terrain is rugged and rocky, with some sparse vegetation. In the background, there are more mountains and a cloudy sky. The text "Leading strategic initiatives while consulting on tactical objectives" is overlaid on the image in a white, italicized font.

*Leading strategic initiatives while
consulting on tactical objectives*

Building the foundation





COVID-19

***Immediate acceleration &
expansion of demand***





2

Adaptation to COVID-19 hot issues to meet rising demands



***Fighting the fire that was accelerated
by COVID-19***

**Providing new
types of analysis**

**Working with new
external and
internal partners**

**Becoming
Agile**

**Defining MR&A
roles**

**Project
management via
digital channels**



***Lowering the heat to build A
sustainable process***



3

Establishment of protocols to set the team up for success

Establishing Proper Governance to Better Support Our Internal Partners

GOVERNANCE

Organizational charts highlighting each member's coverage areas

New communication protocol

Vendor selection process

Project tracker

Strategic vs Tactical Research – setting clear expectations for each

Strategic research projects

Types of projects: Segmentation, ROI, customer journey mapping, market sizing/forecasts, etc

Level of analysis: Precise, answers many questions, often insights can be used by multiple teams across the org, and insights remain relevant/valuable for a long time period

Budget: Substantial costs are associated with strategic projects

Timeline: Long term projects. (>8weeks)

Tactical research projects

Types of projects: Product VOC interviews, consumer and physician product surveys, and third-party research

Level of analysis: Directional analysis about a product or trend for a specific team. These projects often provide more context about subject areas where data/information is scarce – follow-up research recommended

Budget: Costs for tactical projects are much smaller than strategic projects. Teams will often launch many tactical projects over the year while only doing 1 or 2 strategic projects

Timeline: Shorter term projects (<8 weeks)



4

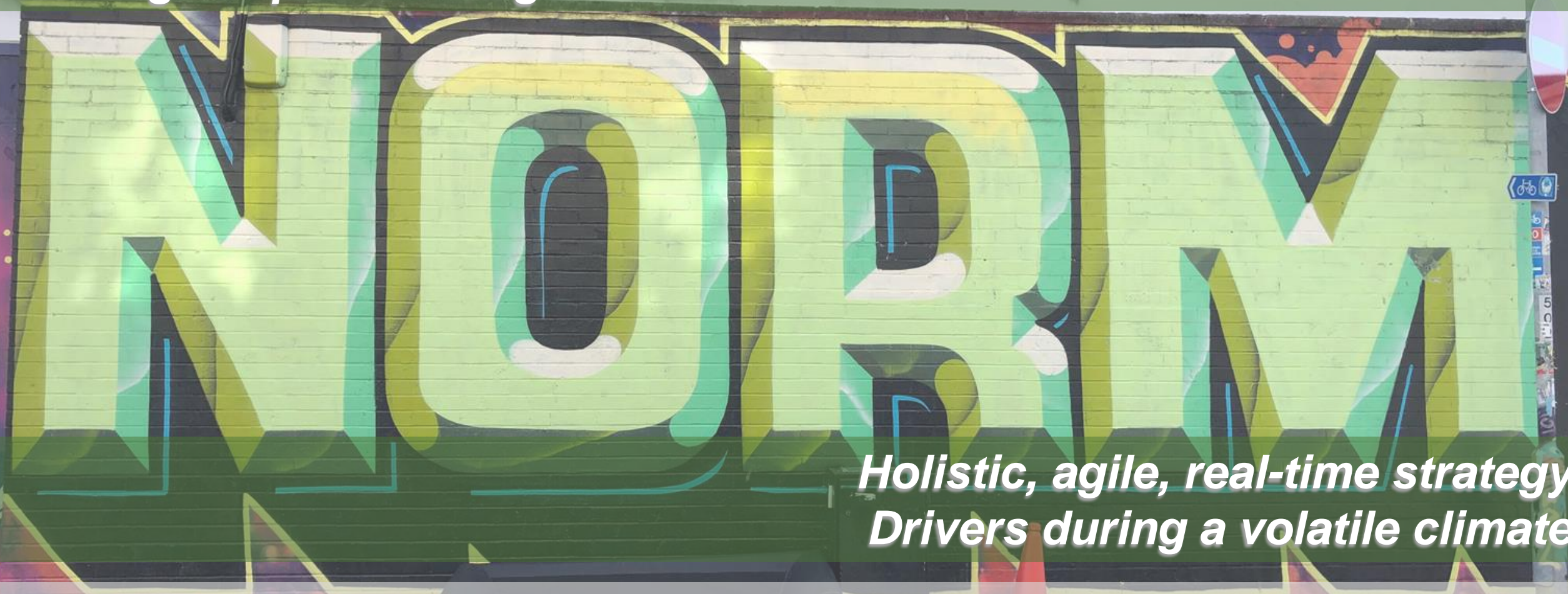
The New Norm

I DON'T KNOW
WHERE I'M GOING
— FROM HERE —
BUT I PROMISE IT
WON'T BE BORING



Big picture problem solvers....

High Impact Strategists

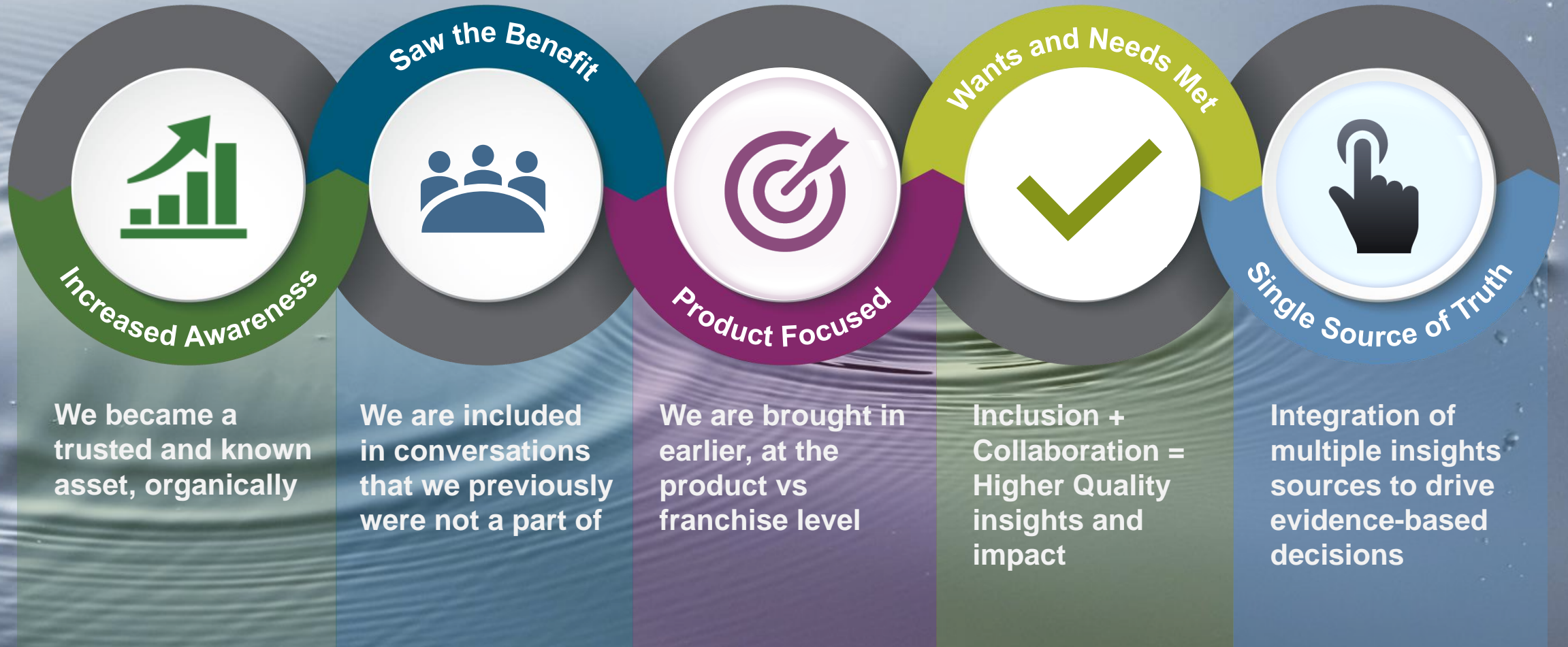


*Holistic, agile, real-time strategy
Drivers during a volatile climate*

....“Ask me anything” consultants

The Ripple Effect:

COVID-19 enabled us to pivot to a new norm





Thank You!



Q & A