

Case Study: Healthcare



Mission

To create and develop more engaging and impactful healthcare communications (outdoor, digital, and TV), one of the world's largest urban cities with a population of twelve million sought to better understand its residents and healthcare professionals.

Approach

Lightbeam conducted various qualitative studies among a diverse population of healthcare agencies, city residents, technology and healthcare professionals, over the course of five years.

Results

Findings were utilized to better inform government and advertising agencies on the creation of healthcare software platforms and applications, messaging and communications.

Lightbeam Communications is an evidence-based strategic consultancy specializing in uncovering hidden truths using microcultural analysis and research methodologies that bring consumers to life.