momentive™

Carrot improves experience and clinical outcomes with member feedback

50% of member chats showed positive influence

100% HIPAA compliance in member surveys

25% faster creation of member intake forms and surveys

25% reduction in time to disseminate results enterprise-wide

CARROT

THE CHALLENGE

Understanding members, at scale

A complete global fertility solution for today's modern employers, Carrot strives to provide clients and members with high quality care and services in support of their family-forming goals. Employers turn to Carrot for help supporting their employees through the most sensitive journeys of their lives: forming their families, whether through in vitro fertilization (IVF), adoption, or other means. For employees, Carrot provides white glove support and access to experts via its telehealth platform.

According to Laura Lee, Product Manager at Carrot, "Carrot not only takes the work of adjudicating claims off of the employer, but we're also working with members directly to connect them with all of the resources that we provide."

To do its best work for members and employers, Carrot needed a solution to collect member feedback that would help Carrot understand member attitudes toward complex fertility topics. In the end, an intuitive, HIPAA-compliant platform was a must, and Carrot turned to SurveyMonkey Enterprise for its solution.

THE SOLUTION

Applying advanced research techniques

According to Lee, Carrot chose Enterprise due to its intuitiveness, quick time to value, and responsive customer support. "Enterprise's support is like a concierge service that calls me

within 10 minutes. They understand all our use cases, so I don't have to assign an in-house research guru," Lee said. She further described the advanced logic that Enterprise enabled for Carrot's surveys as "effortless" and "powerful".

Initially, Carrot planned to use surveys to serve two core goals: to capture members' knowledge of, and attitudes toward, various fertility options and to continuously measure the impact of Carrot chats.

Using Enterprise, Carrot created member intake surveys to obtain trend data surrounding key fertility planning questions, such as, "Have you been through IVF treatment before?" and "Do you know the risks of multiple embryo transfer?" Aggregating and analyzing member responses would then inform Carrot's approach to online chats with various member segments and help improve member outcomes and experience.

THE RESULTS
Demonstrating service efficacy via outcome data

In Lee's view, adopting Enterprise has helped Carrot improve member experience and better gather and manage member data in a HIPAA-compliant manner. Integrating its survey data and workflows with Zendesk has also enabled Carrot to automate manual tasks and share insights more widely and securely with the rest of its team.

Further, initial use of Enterprise yielded valuable data around member health, personal influences, restrictions, and some other unforeseen decision-making variables. As a result, Carrot now includes open-ended questions as part of pre- and post-intervention surveys to better capture the voice of their members.

Today, Enterprise continuously measures the impact of Carrot Expert chats. Carrot can see the percentage of members whose fertility decisions have been positively influenced by Carrot Experts. In fact, of all those who enter a chat undecided about how best to pursue parenthood, after just one chat with Carrot, 50% say they have the information they need to make the healthiest decision given their specific goals and history.

"We're able to demonstrate, through surveys, that we are positively impacting our members' decision-making processes and easing their burden as they face complex, life-changing moments."

Laura Lee, Product Manager, Carrot

Learn more at surveymonkey.com/mp/enterprise/