

CASE STUDY · SOUNDING No. 1

What patients wouldn't say out loud — until someone local asked.

A patient experience study for Affirm Medical Spa, St. Thomas, USVI

243

PATIENTS SURVEYED

44%

RESPONSE RATE

6

PRIORITY FIXES IDENTIFIED

THE CLIENT

Affirm Medical Spa is a physician-led medical spa on St. Thomas offering aesthetic, wellness, and regenerative treatments to a loyal local clientele. Like most successful practices in a small market, its reputation is carried by word-of-mouth — which means the patient experience is the marketing.

THE QUESTION

The practice knew patients kept coming back — but not why, what almost stopped them from booking the first time, or what they were telling friends. In a community where everyone knows everyone, patients rarely voice criticism directly to a provider they'll see at church on Sunday. The question: what is the honest patient experience, from first call to walk-out, and what one improvement would matter most?

THE APPROACH

- ◇ **Anonymous post-visit survey.** delivered by the practice's own system, so no patient list ever left the building — 243 responses at a 44% response rate.
- ◇ **Confidential patient interviews.** 25 one-on-one conversations recruited through trusted community networks, under 18° North's codified anonymity standard.
- ◇ **Journey-stage analysis.** every finding mapped to a specific stage — booking, arrival, treatment, follow-up — so fixes land where they matter.

WHAT WE FOUND

- ◇ [PLACEHOLDER — Finding 1: the headline result, stated in one plain sentence with its number. Example format: "NN% of patients cited X as the reason they first booked — not Y, which the practice's marketing led with."]
- ◇ [PLACEHOLDER — Finding 2: the friction point. Where in the journey patients hesitated, and how many.]
- ◇ [PLACEHOLDER — Finding 3: the referral driver. What patients actually tell friends, in their own words.]

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[Placeholder — one verbatim patient quote, anonymized, that captures the study's central insight.]

— STUDY PARTICIPANT, ANONYMIZED

WHAT THE CLIENT DID ABOUT IT

[PLACEHOLDER — two to four sentences on the actions taken: the fix implemented within 30 days, the messaging change, the service adjustment — and any early result. This is the section that separates an 18° North study from a report that sits in a drawer.]

A NOTE ON METHOD

Every 18° North study runs under a codified confidentiality standard: respondents are anonymous, findings are reported in aggregate only, and no client ever sees who said what. In a small community, that standard is the reason people tell the truth — and the reason findings hold up.

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