



**Florida Gulf Coast
University Health Service
Research Proposal**

Prepared for Dr. Lee Duffus

Prepared by CLS Research Consultants

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April 29, 2011

Steve Pabread
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Dear Mr. Pabread

CLS Research Consultants have developed a report in response to a request for proposal, commissioned by Health Services at FGCU. The request for proposal was submitted to outline a process to develop a profile of the students and to determine an understanding of the satisfaction of services used. This proposed research is designed to employ a random sample of 385 students. The proposed research will employ questionnaires to collect data that will help draw conclusions to be used for managerial benefit.

The research project will cost \$27,945 and CLS Research Consultants anticipate that the research will be completed in three months. The research commissioned will unearth areas in which FGCU Student Health Services are currently succeeding and areas for improvement. It will also create a database of students who currently use or do not use the services in order to help determine customer's needs and wants.

Since its start in 1991, CLS Research Consultants has been able to provide successful, and innovative tactics; strategies and results that have helped an array of various organizations improve their daily functions of business. Each consultant within the organization takes pride in their work and exudes the utmost professionalism.

A consultant will contact you within three days of your receipt of the proposal to clarify any doubts or questions you may have.

Sincerely,

Sarah Thomarios
Consultant of CLS Research Consulting

**Florida Gulf Coast University: Student Health
Services Research Proposal to profile target
market and assess satisfaction for Target Profile
and Satisfaction Assessment**

Prepared by

CLS Research Consultants of SWF

April 2011

Florida Gulf Coast University's Target Profile and Satisfaction Assessment

Prepared for

FGCU Student Health Clinic

By

CLS Research Consultants of SWF

Research Consultants: Courtney Lucci, Laura Kvaleley, Sarah Thomarios

April 2011

This research proposal is submitted to Dr. Lee R. Duffus in partial satisfaction of the requirements
for MAR 3613 – Marketing Research

Executive Summary

This research was commissioned by FGCU Health Services to develop a target market profile and determine level of satisfaction with the services received.

The data collection process will employ survey research to collect the required information. The data will be collected in spring 2011, using self-administered questionnaires to a randomly selected sample of 385 students.

The total cost for completing the report would be \$27,945. This is equivalent to about \$73 per completed questionnaire. The period upon acceptance of the proposal to completion of the research will be 3 months.

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Introduction

The research proposal was commissioned by FGCU Student Health Services to outline a process to gather information that will lead to a better understanding of the target market profile and assessment of satisfaction for the FGCU Health Clinic. The research findings will be used by FGCU Student Health Services to better understand/determine the level of satisfaction with services received and how they feel about services offered.

Florida Gulf Coast University's Health Services is a member of the American College Health Association (ACHA), who is "the recognized voice of expertise in college health." The ACHA gives the opportunity to network with peers, build effect campus health service, and sustain and advance your professional development.

Florida Gulf Coast University's Health Services offers a wide variety of services, from 24-hour nurse immediate triage, STD testing, basic care as well as health awareness programs. Licensed physicians, RNs and nurse practitioners provide these services. See table 1 for more information on FGCU's health services.

Table 1 presents a comparative analysis of services provided from a variety of small and large Florida state universities. These universities are all members of the American College Health Association. The services offered can be categorized as, women's health, immunizations, general health needs, and chemistries. In general University of Florida offers more in terms of general health as compared to smaller state universities. With respect to women's Health, all the universities offer full women's health services, where FGCU offers only 2 of the services. This suggests that FGCU may need to beef up its immunization and women's health services as well as its general health services.

The data collection will employ survey research to collect the required information. The data will be collected in Fall 2011, using self-administered questionnaires to a random sample of 1,540 students.

Throughout the three-month period of September, through November the process of data collection will help to develop a profile of the students, and assess their satisfaction with health services received. Following this, CLS Research Consultants will determine recommendations if the research finds that students are dissatisfied with service offerings.

Purpose of the Proposed Research Proposal

The purpose of the proposal is to outline a process to develop a target market profile and assess the level of student satisfaction with the health services received. The reasons for which the proposal is being developed are to gain an idea of how students feel about the services offered and to determine the level of satisfaction for services received. The purpose and reason are addressed in the following questions.

1. Research Question 1: What is the profile of the target market?
2. Research Question 2: What health services do FGCU students use?
3. Research Question 3: What is the level of satisfaction with health services received while a student at Florida Gulf Coast University?

These questions will help to determine who uses the clinic and why, the level of satisfaction, the services used and will be used in the questionnaire. These questions will also help to develop the target market profile.

Type of Study

The research structure and design is exploratory and descriptive.

Exploratory research will provide the background and information needed. As well as, help determine satisfaction with service quality based off of reliability, responsiveness, and how these elements are measured.

While descriptive research conducted will focus on the ability to answer questions of who, what, where, when and how. More specifically the demographics of the students at FGCU that use the health services where they receive care (ie. Campus or other), and how satisfied they are/were with the services received.

Research Methodology

Target population consists of all students, graduate and undergraduate, current users and non-users, as well as future students at FGCU. The sample size is 385 students. The sample size is computed based upon the following assumptions:

1. 95% level of confidence
2. Plus or minus 5% accuracy
3. Random sampling
4. Infinite population
5. Response rate of 25%.

Research design employs both exploratory and descriptive research. Exploratory involves secondary comparisons of services provided by all health services at the various state universities in Florida. Primary attitudinal data will be collected using self-administered questionnaires. The data collection process is as follows:

1. Solicitation: randomly distribute 3080 solicitation letters to students. The anticipated response rate is 50%.
2. Questionnaire: Distribute 1540 questionnaire packages.
3. Follow-up: Distribute 1540 follow-up packages.

The number of follow-up packages is based on the reality that questionnaires will be anonymously distributed. Thus, researchers would be unaware of who responded to earlier mailing.

Questionnaire

The questionnaire that would be used will be distributed to a randomly selected group of students. The student responses will be anonymous in nature. CLS Research Consultants will distribute questionnaires to the respondents who responded affirmatively to a solicitation letter. The questionnaire will be structured to include questions of demographics and attitudes regarding FGCU's health services.

The questionnaire will consist of seventeen questions and will be three pages. Some of the questions included ask about gender, and if the student has used health services before. It also asks what services they used and how they rate that service.

Through the use of multiple choice, dichotomous, and semantic differential scale questions, the answers will help to develop conclusions for research requests.

Stated within the questionnaire, CLS Research Consultants will ensure recipient of anonymity and confidentiality in their participation. Also to be stated in the questionnaire will be time frame for completion (one week upon receiving) restatement of the purpose and reason for the study. In order to establish credibility CLS Research Consultants will state who the organization is and will thank the individual for their willingness to participate.

Example of a question from the questionnaire is as follows:

7. How many times have you used the Health Care facilities?
a. 1-5 b. 6-10 c. 11-15 d. 16+

See appendix A for a full copy of the questionnaire.

Potential Managerial Benefits

Potential managerial benefits of the proposed research will include better understanding of the types of people that use or do not use the FGCU Student Health Clinic and the extent of usage. The research findings will also help to identify current marketing strategies that are successful or that need improvement, as well as, determining reasons why students use/ don't use the clinic. Benefits will also include, developing an accurate target market profile and gaining an understanding of the level of satisfaction with services received. The proposed research will assist management in better understanding its customer's service needs and wants. It will help management:

- Determine the demographics of the students who use the service and the students who do not use the service
- Identify the services used
- Determine satisfaction of received services
- Tell where nonusers receive services
- Determine satisfaction of non-FGCU-users services
- Determine satisfaction of service environment

Additionally, the proposed research will develop a customer-oriented database and information systems to help management better understand its customer's needs and wants. Customer oriented databases will be useful in determining service approaches as well.

Proposed Budget/Cost for the total Project

In order to fund this three month project, a budget is included that details where costs will be allocated. For a synopsis of the cost allocation refer to table below. See appendix 2 for full managerial budget. Each listed section is a stage in the research process.

Table 2: Distribution of Budget		
	Total per section	% To total
1. Establish the need	\$980	4%
2. Determine the research problem	\$3,960	14%
3. Determine the research objectives	\$432	2%
4. Determine the appropriate research design	\$0	0.00%
5. Identify the sources of secondary information	\$66	0.24%
6. Decide data collection method	\$6	0.02%
7. Design the questionnaire	\$1,626	6%
8. Determine the Sample Plan and Size	\$90	0.32%
9. Data collection: execute research design	\$14,575	52%
10. Data analysis	\$2,350	8%
11. Write and present research report	\$3,860	14%
Grand Total	\$27,945	100%

Profile of the Research Organization

CLS Research Consultants was established in 1991. CLS Research Consultants has prepared research-marketing analysis for the likes of Temple University, Ohio State, University of Wisconsin, and Loyola, as well as the Trump Organization, and Apple Inc. CLS Research Consultants has developed numerous research reports, and based on findings, these companies have all been able to improve company function and success rates.

CLS Research Consultants is comprised of Courtney Lucci, Laura Kvaleley and Sarah Thomarios. Ms. Lucci, Ms. Kvaleley and Ms. Thomarios met in their Introduction to Marketing class at Florida Gulf Coast University, where the three chose to pursue their undergraduate degrees in Marketing. After graduating each moved to different locations to completed their graduate degrees.

Originally from Pennsylvania Ms. Lucci completed the majority of her academic career in her hometown until it came time for college. Ms. Lucci chose Florida Gulf Coast University to pursue her bachelor's degree. After completing her degree she applied to graduate programs and from there moved on and completed her Marketing Research Graduate degree from Princeton University. Throughout her years completing her graduate degree Ms. Lucci worked for a local consulting firm and gained experience in the field. It was then time to settle on a location and start her career as a research consultant.

Ms. Kvaleley completed her Marketing Research Graduate degree at Stanford University. Born and raised in Wisconsin, Ms. Kvaleley wanted to escape the cold weather, and eventually chose Florida Gulf Coast University's Marketing program. While at FGCU, Laura took an introductory class in Marketing Research, and knew it was the decision for her. She started as an intern for Grant Research Consulting, and decided to complete her graduate degree at the prestigious Stanford University. She continued with Grant Research Consulting, and grew with the company until she moved back to Fort Myers to start CLS Research Consultants.

Ms. Thomarios was born in Ohio and finished her high school career in Naples, Florida. Already being in the area, Florida Gulf Coast University was the best option to stay close to home. The next step for Ms. Thomarios was to complete her Marketing Research Graduate degree at Harvard University, only after working in the field for a few years to gain experience. Deciding to go to graduate school was the next logical step to forward her career. After graduate school she decided on moving back to Florida and starting a research consulting firm.

Having remained close friends throughout their undergraduate and graduate degrees Ms. Lucci, Ms. Kvaleley, and Ms. Thomarios decided that they would return to Fort Myers Florida and open their own research-consulting firm. CLS Research Consultants' track record has a 98% success rate.

Client Testimonials

From George Washington of University of Wisconsin:

“The entire team of CLS Research Consultants exemplifies the highest standards of professionalism and is true experts in their line of work. Their approach to problem solving is highly effective. In my involvement with the University of Wisconsin, the CLS Research Consultant team has been instrumental in identifying and addressing critical and often sensitive issues, and more importantly, identifying a clear plan of action to implement solutions.”

-Dr. George Washington
President
University of Wisconsin-Madison

From Betsey Templeton of Temple University:

“Working with CLS Research Consultants proved to be a worthwhile experience for my University. Not only was every consultant well educated in the field of tactical researching methods, but also every one was pleasant and a joy to work with.

Temple University is a well-known and respected university/institution. When it came to requesting research be conducted, on behalf of the admissions office, CLS Research Consultant’s well prepared proposal stood out from all the others in addition to previous universities kind words and profound success rate.

With each promise made, the consultants delivered. Temple learned how to improve their advertising, target market, and increased applicant levels 10% in one year.”

-Dr. Betsey Templeton
Dean
Temple University

From Arnold Jockey of Loyola University:

“CLS, has made all the difference for Loyola University of Chicago’s marketing program. CLS Research Consultants has brought expertise and sophistication to the marketing program plan, passion to its implementation and external validation to its outcomes. Indeed, CLS Research Consultants is more than a consultant to Loyola’s marketing efforts; it is a strategic partner for a good course.

-Arnold Jockey, Ph.D
Vice Provost & Professor
Loyola University

Data Analysis and Findings

At the conclusion of the research, data analysis and findings will be organized into a database of tables, like the fictitious table shown below. This table tells us 65% of the target market is women. It tells us, that among those who receive health care services from the student health clinic, 52% are women. It also tells us, that 71% of all students receive services at the FGCU student health clinic.

The first part tells you distribution by gender, the second section tells you among all students who use the clinic, and 73% are female. The third section, tells you that among all students who get their health care services off campus, 65% are male. It further tells you that (110/385) 28.6% of all students receive their health care from elsewhere.

Anticipated response on the proposed survey is 385 respondents, which is why we are using 385. Apart from that, all we know is that the sample will consist of men and women. All other numbers are estimates.

Gender	Frequency	%	Use	%	Don't Use	%
Male	135	35%	75	19%	60	16%
Women	250	65%	200	52%	50	13%
Total	385	100%	275	71%	110	29%

Appendix A

FGCU Health Services Satisfaction Questionnaire

CLS Research Consults of SWF has been requested by FGCU's Health Care Services to conduct a survey in order to develop a profile of the target market and to develop the level of satisfaction. Please be reminded that this questionnaire will be anonymous and confidential. The research for this study is being conducted over a 3-month time frame. We value your participation and thank you for your willingness to do so. Please be reminded that you were selected for this study off of a random process of those who attend FGCU. We ask that you read and complete the following questionnaire within one week upon receiving and return the completed questionnaire in the provided stamped addressed envelope.

1. Have you ever used one of the services offered by the FGCU Health Clinic?
 - a. Yes
 - b. No

2. If no, please circle all the following reasons that apply and rate your level of satisfaction.
 - a. Live off campus
 - b. Use self selected physicians
 - c. Hours of operation
 - d. Other please state _____

Satisfied 1 2 3 4 5 6 7 Dissatisfied

3. If yes, how many times have you used the Health Care facilities?
 - a. 1-5
 - b. 6-10
 - c. 11-15
 - d. 16+

4. If you have used the health services please circle all categories of services received.
 - a. General health
 - b. Women's health
 - c. Immunizations
 - d. Chemistries
 - e. Message therapy
 - f. Referrals for other healthcare providers
 - g. After hours services

5. If you circled yes to General Health which of the following services have you used? Please then circle the level of satisfaction that applies.
- a. Illness (examples: common cold, virus, etc)
Satisfied 1 2 3 4 5 6 7 Dissatisfied
 - b. Physical exams
Satisfied 1 2 3 4 5 6 7 Dissatisfied
 - c. HIV testing
Satisfied 1 2 3 4 5 6 7 Dissatisfied
 - d. Psychiatry needs
Satisfied 1 2 3 4 5 6 7 Dissatisfied
 - e. Health screenings
Satisfied 1 2 3 4 5 6 7 Dissatisfied
6. If you circled yes to "Woman's Health" which of the following services have you used? Please then circle the level of satisfaction that applies.
- a. Pregnancy test
Satisfied 1 2 3 4 5 6 7 Dissatisfied
 - b. Contraception
Satisfied 1 2 3 4 5 6 7 Dissatisfied
7. If you circled yes to "Immunizations" which of the following services have you used? Please then circle the level of satisfaction that applies.
- a. TB
Satisfied 1 2 3 4 5 6 7 Dissatisfied
 - b. Flu (season)
Satisfied 1 2 3 4 5 6 7 Dissatisfied
8. If you circled yes to "Chemistries" which of the following services have you used? Please then circle the level of satisfaction that applies.
- a. Blood Count
Satisfied 1 2 3 4 5 6 7 Dissatisfied
 - b. Mono
Satisfied 1 2 3 4 5 6 7 Dissatisfied
 - c. Cholesterol
Satisfied 1 2 3 4 5 6 7 Dissatisfied
9. If you circled yes to "Message Therapy" which of the following services have you used? Please then circle the level of satisfaction that applies.
- a. Message
Satisfied 1 2 3 4 5 6 7 Dissatisfied

10. If you circled yes to "Referrals for other healthcare providers" circle the level of satisfaction that applies.

Satisfied 1 2 3 4 5 6 7 Dissatisfied

11. If you circled yes to "After Hours Service" circle the level of satisfaction that applies.

Satisfied 1 2 3 4 5 6 7 Dissatisfied

12. What is your place of Residence (circle all that apply)

- a. Local: Campus housing
- b. Local: Off-Campus housing
- c. Permanent: In-state (Within college/university market area)
- d. Permanent: In-state (Outside college/university market area)
- e. Out of state/country

13. What college are you in?

- a. Arts & Sciences
- b. Education
- c. Health Professions
- d. Professional Studies
- e. Business
- f. Engineering

14. Where does your GPA fall between?

- a. 4.0
- b. 3.5-3.99
- c. 3.0-3.49
- d. 2.5-2.99
- e. 2.0-2.49
- f. 2.0 & under

15. What is your current level of college education?

- a. Freshman
- b. Sophomore
- c. Junior
- d. Senior
- e. Graduate Student

16. How old are you?

- a. 17 or under
- b. 18-24
- c. 25-35
- d. 36+

17. What is your gender?

- a. Male
- b. Female