

Case Study

Applying Covid Risk Data



Challenge

Like many charities, end of life charity Marie Curie has been involved in supporting the NHS during the Covid crisis. Covid-19 not only affects the hospice and community nursing services that Marie Curie provides but also the staff who could be providing those services. As such, they were keen to understand the likely impact of the coronavirus on all aspects of their organisation – from provision of services and staff returning to work, to shop openings and fundraising campaigns.



Solution

Using open source, publicly available data, REaD Group partner More Metrics has created a set of data models that explore the impact of Covid-19 on the UK population. REaD Group has added this valuable data into our data estate and can advise marketers on how to apply it to make sensible, sensitive decisions and inform their marketing strategy, supporting data-driven decisions and responsible marketing.



Outcomes

The unique insight provided by the models is helping Marie Curie to assess risk as part of their planning for future activities including fundraising and caring services.

The reports and maps have also been deployed for use within caring services and also used by the Marie Curie Covid Response Team (CRT) which is a group of senior management who meet weekly.

“ Working with the REaD group and having free access to a significant amount of insight and data enabled us to not only support our patients and staff during the on-going pandemic. It also ensured we could focus our resources closer to those people who required our vital services. **”**

Joanne Stradling, Director of Service Transformation, Redesign and Performance



Want to know more?
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