



# Human Understanding™ Program



MARKETING

NRC Health's **Marketing** capabilities offer you direct access to the voices that matter most—your consumers' voices. The better you know the consumers, the greater your ability to design experiences that inspire loyalty and create Human Understanding. Guide market development with consumer and competitive insights.

## Scale that delivers

310k+

Consumer voices

200+

Metrics that matter

300

U.S. markets

### Market Insights:

Helps you understand your consumers and boost marketing effectiveness. Get access to essential intelligence thanks to the nation's largest healthcare consumer database. Go inside the opinions and attitudes of today's consumers—in your market and around the country.

### AdVoice:

Complete testing for healthcare creative. Gather market-specific data to make informed decisions on campaigns aimed at connecting with your consumer.

### Community Insights:

Bring the voice of your customer into your strategic and operational decision-making right when you need it. Our healthcare research expertise, processes, and digital tools to gain insights support the agile outside-in perspective you need to drive change.

### Scorecards, analytics, and improvement:

These tools are designed with the marketing team in mind. Gain access to key metrics for measuring performance.