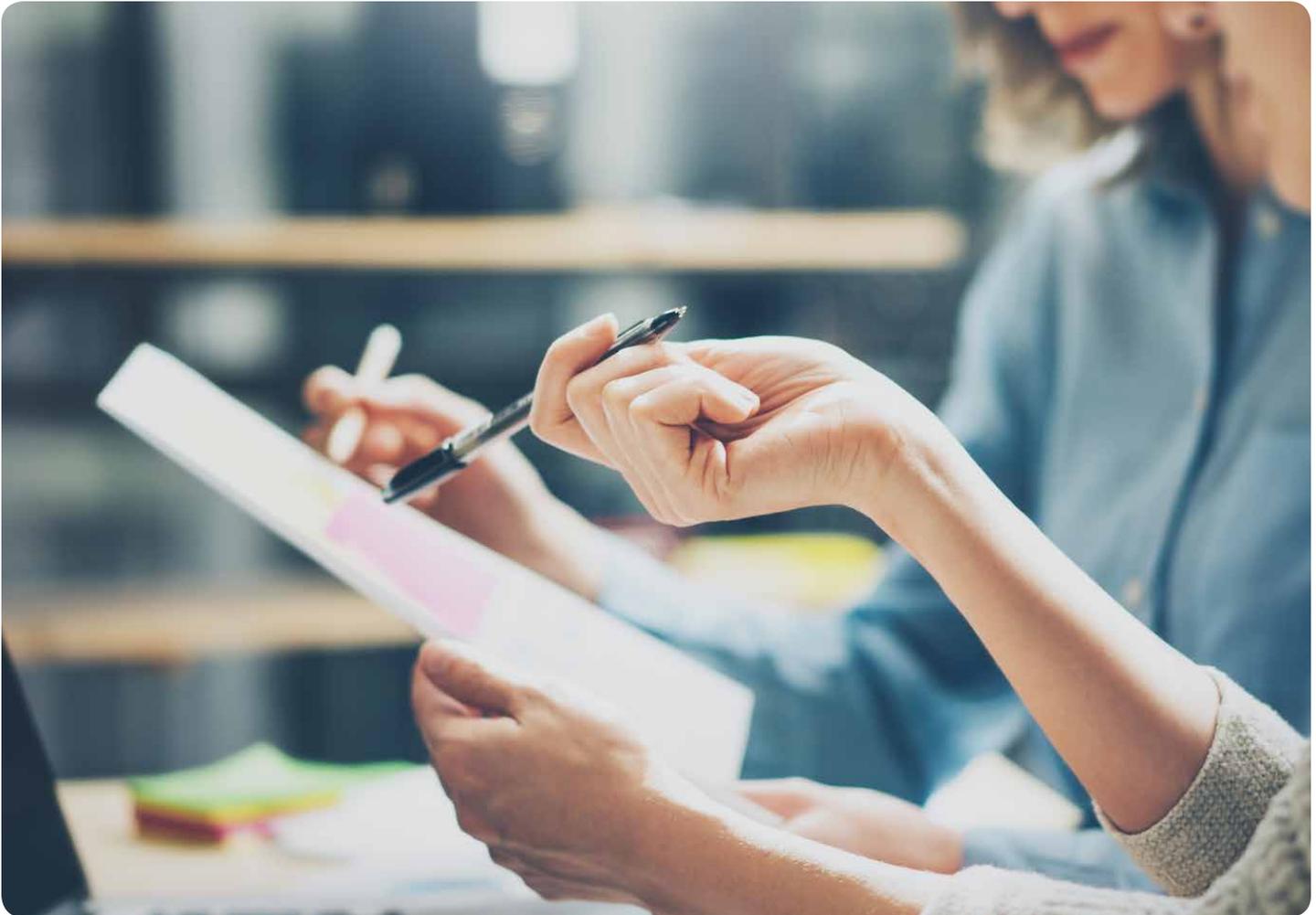
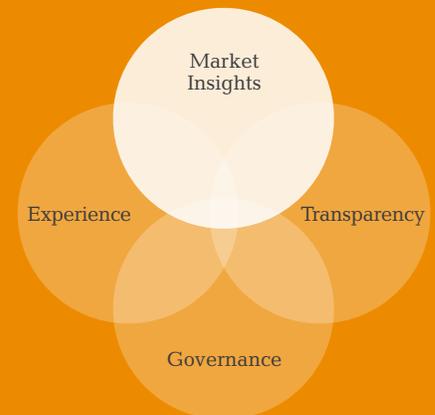


# Methodology

NRC Health Market Insights



A deep look into your respondents, how to manage data integrity and quota specific measures taken on your syndicated survey.



*NRC Health empowers healthcare organizations to better understand the people they serve, and in turn design care experiences that inspire loyalty and confidence.*

[nrchealth.com](http://nrchealth.com)

# Methodology

Measure the opinions, behaviors, and profiles of your consumers.

Market Insights, the largest online healthcare consumer perception survey in the U.S., measures the opinions, behaviors, and profiles of 310,000 consumers annually. Through Market Insights, you will obtain vital healthcare consumer data and information that will uncover key insights and strategies to help improve your organization's performance.



## BELOW IS AN OVERVIEW OF MARKET INSIGHTS METHODOLOGY.

- The nationally syndicated survey includes a consistent set of questions fielded in markets across the country, allowing for benchmarking and tracking over time.
- Data are collected via an efficient online methodology, and are published to clients on a monthly basis.
- Survey content is presented in a variety of ways, and includes a wide range of topics related to consumer perception of healthcare and healthcare facilities.

# 25k

New individuals reached every month

# 310k

Consumer voices measured annually

### DATA COLLECTION

- The survey reaches approximately 25,000 new individuals every month, who are invited to complete the survey through relationships with key online panel providers.
- Panel members are ordinary people who have agreed to participate in survey research.
- Monthly survey quotas are designated by a national, county-based sample plan. These quotas are set based on household population distribution, and are stratified according to age and gender.

### DATA INTEGRITY

- Demographic questions allow NRC Health to learn as much as possible about respondents and ensure that a representative sample is achieved.
- Multiple measures confirm respondent authenticity, including the use of digital fingerprinting software to screen out duplicate and disinterested respondents.
- Type-assisted response options to hospital preference questions are populated by a robust database of facility profiles that is under constant audit as healthcare markets evolve.

### RESULTS

- Response data are coded and evaluated with respect to the actual demographic makeup of local population in every market.
- A weighing algorithm ensures that each demographic group has the correct amount of influence on the final results.
- Each month, all data are published in the Market Insights online portal, to which all clients have on-demand access. Market-specific results are also shared via the Brand Dashboard, Consumer Profile, Ad-Hoc reporting and subscription reports.