



On Demand delivers custom research insights that will allow you to market more efficiently and maximize your customers' lifetime value.

BENEFITS OF UTILIZING ON DEMAND:

- **Assess the health of your brand**
Explore specific questions to evaluate the perception of your brand's unique identity.
- **Care selection journey**
Identify the unique consumer decision-making process behind provider choice for specific types of care.
- **Test new products or services**
Test the market's openness to a new concept, and understand points of differentiation or potential barriers before making an investment.
- **Personalize customer experience**
Supplement patient experience surveys to go deeper on specific elements to truly personalize the level of care delivered to your customers
- **Evaluate messaging**
Understand whether you're speaking your audience's language to develop communications that stick.
- **Profile a customer segment**
Identify the group most primed to utilize a given service, and understand how to target them.
- **Explore loyalty drivers**
Identify the tangible and intangible elements of your brand that create loyal brand advocates.
- **Test an advertising campaign**
Test your upcoming campaign before sending into market for quick, actionable feedback on last minute tweaks and test your campaigns already in market to measure their ongoing resonance.
- **Identify educational content opportunities**
Provide the right resources to empower your community, and be seen as a leader in health education.

On Demand

Your smarter choice for custom research



You may have previously used a market research agency or web-based survey platform to do custom research. Regardless of your past results, custom research through the On Demand solution from Market Insights has undeniable advantages.

The On Demand difference

On Demand offers a unique perspective on how to maximize the lifetime value of the people you already serve. You provide targeting criteria or a specific list of individuals, and On Demand will assemble a representative sample of your community that can be leveraged to answer an urgent question or monitor changing perceptions over time.

Speed

Performing your own research with a web platform involves a steep learning curve, and working with an agency can take as long as 8 to 12 weeks. With On Demand, you can execute a study from start to finish in just three weeks.

Expertise

We have intimate knowledge of your organization's market situation, and a level of experience that can only come from over 35 years of conducting market research. We have the knowledge and expertise to ensure your research achieves its goals.

Specific intelligence

From maternity selection factors to desired Twitter content; get as granular as you like.

High urgency and short turnaround

Sometimes you need answers yesterday. Go from question to action in just three weeks.

Diverse audiences

In addition to our online consumer panelists, engage your own patients, physicians, donors, and employees—to get fully inside the minds of your stakeholders.

Value

On Demand provides all you need from custom research in the most cost-effective and efficient way, with a price tag coming in far below agency and online platform costs.

Immediacy

Get the insights you want, when you want them. We're ready when you are.

Steps to utilizing On Demand research results:

01

Define your objective

Detail what you would like to learn from your community.

02

Collaborate

Let our team of experts partner with you to design a unique study to get you the right answers.

03

Identify outreach audience

We'll work to make sure we're reaching out to the right audience.

04

Hands-off fielding

Relax and let experts with 30+ years of market research experience manage your study

05

Compile feedback

We will analyze and present our findings, and provide the raw data for further analysis.

06

Informed decisions

Use data insights to drive your strategic efforts— marketing or otherwise"