

Data Integrity: Our Facility Database

The Database

- All of the hospitals and healthcare facilities that appear on the Market Insights survey and online tool are housed in a database containing roughly 25,000 entries.
- This database is managed solely by Market Insights' data specialists.
- This database consistently is growing, being evaluated and updated on an ongoing basis.
- Each entry contains a complete profile of the facility, including information regarding location, hospital system relationship, the current name, and any former names or common aliases.
- Market Insights' unique database contains thousands of profiles on a variety of healthcare facilities adapted from a combination of sources, making it one of the most robust aggregations of hospital information in existence.

Sources of Information

- Market Insights' data specialists engage in research constantly, revising facility profiles to ensure that the survey is powered by the latest and most accurate information.
- Facility research is supported by multiple sources of information, including hospital and hospital system websites, industry news, and communication from Market Insights clients, prospects and members of our Survey Operations team.
- The hospital directory at Definitive Healthcare, LLC is also utilized for comparison, serving as a parallel for updates on hospital closings, system relationships, and name changes.

Quality Assurance

- The experts at Market Insights have specialized familiarity with hospital systems and facilities in specific states, as well as geographic knowledge of major markets to keep abreast of the newest changes.
- The information contained in the Market Insights database is verified on an ongoing basis and research is conducted from an individual facility perspective as well as at a system and market level.
- Market Insights' survey is updated in real time to reflect the changing landscape of healthcare—as systems grow and markets and brands evolve, the monthly survey adapts.
- The survey's extensive drop-down menu provides a list, customized by market, of options for respondents to choose from. Respondents also have the option of making their choice manually by typing in their own text; this information is then analyzed by hand to ensure accuracy.