NRC Health’s Market Insights study is the most comprehensive consumer perception study in the market. It tracks 200+ metrics in an ongoing fashion across all facets of healthcare, from branding and advertising, to service line preference and social media. NRC Health has current and historical data on over 3,200 hospitals and health systems nationwide, including local, regional, and national data.

The better you know the people you care for, the greater your ability to design experiences that inspire their loyalty. Market Insights takes you inside the opinions and attitudes of today’s consumers—in your market, and, around the country.

### WHO
- Who are your customers from a demographic, psychographic, and behavioral standpoint?

### WHAT
- What do they think of you and your competitors, in terms of awareness, preference, loyalty, and reputation?

### WHY
- Why do they select you or your competitors? What are their selection criteria, and sources of information?

### HOW
- How should you communicate to your target customers? What advertising will break through and stick?

Scale that delivers
- 310k+ Consumer voices
- 200+ Metrics that matter
- 300 Major markets
Market Insights

Market Insights is the largest healthcare consumer study in the United States.

Additionally, it is the only vendor continuously surveying consumers in every market across the country, providing our members with access to national, regional, and local data every month. The Market Insights Study allows our clients to monitor any trends that are occurring, while providing the ability to measure the impact of their current strategic initiatives.

The Market Insights membership comes with a suite of research solutions to help provide additional insights into the quantitative data.

**MARKET INSIGHTS DATABASE**
- Ongoing data collection and monthly refresh of results
- Full access to all markets
- Historic insights available
- Analysis of survey participants’ demographics profiles

**REPORT GENERATION**
- Brand Dashboard (awareness, recall, image, preference, nps, and loyalty index)
- Consumer Dashboard (market specific demographic and behavioral insights)
- Personalized Dashboard Question Reporting, Ranking Reporting, Ad Hoc Reporting
- Custom Reporting (unique data views, reports, and insights delivered as requested)

**ON DEMAND**
- Online custom research survey solution
- Research design coaching
- Community and patient panel management
- Results presentations and recommendations provided
- Ability to use NRC Health’s consumer panels

**RISK AND PROPENSITY MODEL**
- Demographic profiles that predict risk of diagnosis and propensity for elective procedures
- Analysis with preference results

**ONLINE FOCUS GROUPS/BULLETIN BOARDS**
- Ability to conduct qualitative studies with consumers in your market

**ADVOICE**
- Quantitative and qualitative ad pre-testing
- Results presentations and recommendations provided

**CUSTOMIZATION:**
- Customize markets (PSA, SSA, etc.) with specific ZIP or county codes
- Add up to five (5) questions per market

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**Market Insights: Top five takeaways**

01
**Largest of its kind**
Market Insights is the largest survey of its kind in the US, giving you access to the opinions of more than 300,000 healthcare consumers in nearly 300 markets.

02
**More than a survey**
Market Insights integrates key performance indicators, consumer reports, and custom research options into its nationally syndicated healthcare consumer survey.

03
**The insights you want**
Evaluate the needs, wants, and behaviors of communities through real-time competitive assessments and enhanced segmentation tools.

04
**When you want them**
As a Market Insights member, you’ll have access to on-demand tools to better understand your target audience and gauge consumer response to communications.

05
**Confidence in decisions**
Market Insights provides insight and answers to validate and optimize your marketing strategy.