

# Market Insights Membership Overview

- Syndicated Data – Market Insights Dashboard
- Personalized Questions
- AdVoice
- Community Insights
- Bulletin Boards & Focus Groups

## SYNDICATED DATA – MARKET INSIGHTS DASHBOARD

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.

### Includes:

- Multiple reporting views and dashboards
- New data is published monthly around the 15<sup>th</sup> of the following month
- Service line specific modules available upon request (surveys located on [Resources](#) page)
- Methodology and instructional [resources](#)
- Case studies, white papers and educational Webinars

**Access:** <https://marketdashboard.nationalresearch.com/>

For access, please request login credentials from your Customer Success Manager

## PERSONALIZED QUESTIONS

Your membership includes adding up to 5 Personalized Questions to our core survey for each non-overlapping market within your service area. These questions can be on any healthcare related topic and can be changed on a monthly basis. Personalized Questions are to be submitted by the 10<sup>th</sup> of the month to field in the following month (i.e. submit by January 10 for February fielding).

### Submission:

- Email desired questions for fielding to your Customer Success team by the 10<sup>th</sup> of the month
- Questions can be single select, multi-select, open ended, grid or type-assist
- Question examples can be provided upon request
- All questions are reviewed by a survey team for quality assurance
- Results are found in the Personalized Questions section in the Market Insights Dashboard

## ADVOICE

In one comprehensive study, AdVoice uses both online quantitative and qualitative methodology to pre-test campaigns. AdVoice takes 4 weeks to complete the quantitative survey with an additional 2 weeks for the optional qualitative focus group. This process is included in the Market Insights membership and directly links you to critical consumer insights.

### Submission:

- Find the AdVoice submission form on the [Resources](#) page in the Market Insights Dashboard
- Specify the market and identify targeted demographics
- Test any media in a digital format (print, TV, outdoor, online, video)
- Test one or two creative/concepts - Up to 4 creatives per concept
- Quantitative Results (100 respondents) ~ 4 weeks
- Qualitative Results (6-8 panelists) ~ 2 weeks (6 weeks total for both)

## COMMUNITY INSIGHTS

Community Insights delivers custom research insights that will allow you to market more efficiently and maximize your customer's lifetime value. Topics can range from:

- Explore specific questions to evaluate the perception of your brand's unique identity
- Unique consumer decision-making processes
- The market's openness to a new concept
- The audience's understanding of messaging
- Elements of loyalty drivers
- Effectiveness of advertising campaigns
- Collaborate with other teams within your organization

### Submission:

- Find the Community Insights submission form on the [Resources](#) page in the Market Insights Dashboard
- Leverage team of survey experts to create the first draft based on your research objectives
- Results available in ~ 3-4 weeks after first draft is finalized and approved

## AD HOC BULLETIN BOARDS & FOCUS GROUPS

Ad hoc Bulletin Boards and Focus Groups are available at an additional cost.

### Online Focus Group:

- Participants are recruited to engage in a 60-90 minute online focus group providing qualitative feedback around concepts, creatives, websites, long copy elements and more.

### Online Bulletin Board:

- Online Bulletin Boards typically span 1-3 days and involve 14 -16 participants. These participants are expected to spend 30 – 45 minutes each day answering questions created by the moderator with feedback from the client.

### Submission:

- Contact your Market Insights Customer Success Manager to request a project
- Panel recruiting and moderator available upon request
- Results available within 2-3 weeks