



Our next chapter begins

Amid the pace and pressures that define healthcare, it's easy to lose sight of the big picture. The details and demands of how to accomplish what needs to be done have driven us away from our essential purpose. Until today.

Today we reset. Today we take a bold step forward by honoring our past. Today we reclaim our empathetic heritage; a reverence for people that began long before 'patient centered' became a buzzword. Today we see our place in the world with renewed clarity and pride. Today we begin our second chapter, 35 years after the first.

Today we become NRC Health.

OUR NEXT CHAPTER BEGINS

A lot has changed in 35 years.

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OUR NEXT CHAPTER BEGINS

National Research Corporation was founded on April 1, 1981. While our vision to help healthcare organizations better understand the people they care for remains true today, nearly everything else inside and outside the company has changed.

Technology has changed.

Healthcare delivery has changed.

Consumer expectations have changed.

The market has changed.

Our competitive set has changed.

To grow and win in the context of this change, we needed to reposition the NRC brand to accomplish several essential objectives:

Reflect everything we have to offer. Our service offering has expanded dramatically since we began.

Evolve our value proposition and change how we're perceived. From 'research vendor' to insights partner.

Clear up market confusion between NRC and its products. We must infuse identity and equity into both.

Raise awareness of our brand. Expand our reputation beyond the provider market and build understanding of our full company offering.

OUR BRAND PROMISE

Repositioning the NRC brand

“Positioning” is the space a brand occupies in the customer’s mind. To reposition how NRC is perceived, we undertook a strategic journey to clearly define our customer, what they need, and how we can deliver it better than others. These answers are summarized in our new positioning strategy.

To those striving to earn customer loyalty, NRC’s innovative solutions and skilled associates provide unparalleled insight into what matters most to people at key moments in their relationship with a health organization.

Through a holistic and uniquely human approach, NRC enables partners to focus their ingenuity and resources—in ways never before—on improving the well-being of those they serve.

OUR BRAND PROMISE



PRODUCTS



THINKING



CULTURE



ENGAGEMENT

Vision becomes reality

Our new positioning strategy will inform every aspect of how we approach our work and pursue our purpose.

- The products we develop and their ease of use.
- The way we engage with our partners and anticipate their needs.
- The thinking we put into the world and the language we use to express it.
- The culture we create and the spirit that inspires us to innovate.

OUR TAGLINE

Human understanding.



OUR TAGLINE

Before they became 'target audiences,' 'stakeholders,' and 'populations,' they were people. Men and women navigating a personal journey toward well-being: patients, families, physicians, and staff. Their experiences matter equally, and differ greatly. NRC Health helps you see them as they are: real, actual people. This is way more than data.

Human understanding.

OUR NEW IDENTITY

nrc
HEALTH

OUR NEW IDENTITY

Name and visual identity set the tone for how a company's brand is perceived. In our case, reimagining both is essential to our repositioning strategy.

OUR NAME

Why NRC?

NRC sets up a broader value proposition than 'research' alone. It leverages what the market already calls the company, and is easier to say and read.

Why Health?

Health provides context for the category we serve without limiting us to providers, and reinforces our purpose to support well-being.

OUR LOGO

The story

A focus on the individual is fundamental to our DNA and the Picker legacy. Our logo puts N=1 front and center and proclaims a new industry benchmark. It's bold and uniquely ownable.

OUR BRAND PRINCIPLES

Living our brand

LIVING THE BRAND 01

We are guided by purpose.

Everything we do must reinforce our promise of enabling human understanding. We believe understanding is fundamental to health and well-being. Our work helps our partners better connect with and care for the people they serve.

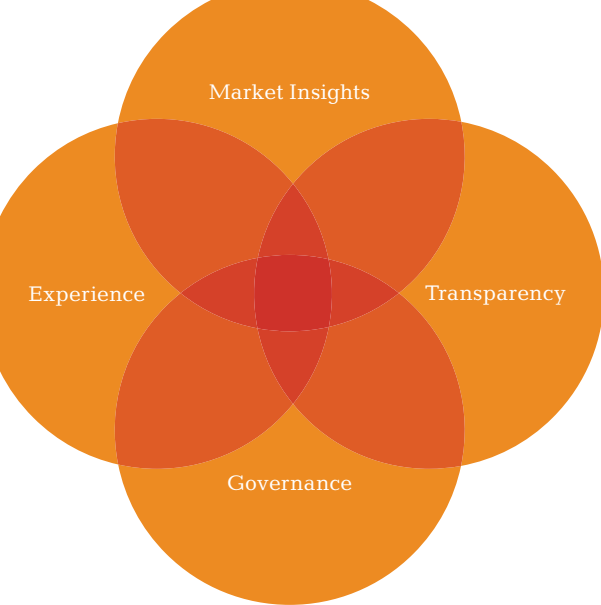
purpose

LIVING THE BRAND 02

We think outside in.

We are proud of our empathetic heritage. It guides everything we do. We see the world from the perspective of others, and empower each other to do what's best for our partners, even if it requires more effort on our part.





LIVING THE BRAND 03

We see the big picture.

To be considered essential to our partners, we must serve their business holistically. We leverage the breadth of what NRC Health has to offer and reject silos. We continually develop new methods and approaches to bring more immediacy and resonance to our products and expertise.

LIVING THE BRAND 05

We are trusted.

We operate with unparalleled integrity. We approach every partner's business as our own and can be counted on to anticipate needs, respond quickly, and own every detail of our work. We are focused and consistent.

trusted

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Human understanding