

Inspiration and validation  
to make better business  
decisions

Human Understanding™ Program

EXPERIENCE

MARKETING

REPUTATION

WORKFORCE

INSTITUTES

Bring the voice of your customer into your strategic and operational decision-making right when you need it. Community Insights deliver actionable insights in just a few weeks, start to finish. Inform your most pressing healthcare business challenges, and identify customer behaviors, needs, expectations, and experiences to enable Human Understanding™.

## Why partner with NRC Health?

### Our expertise and experience ensure you get results

NRC has helped more than **200 diverse health systems** get the insights and voices to support a variety of strategic and operational business challenges facing healthcare leaders. Delivering **2,000+ research studies** over 5 years we have built a broad range of research expertise.

### QUALITY TRUSTED INSIGHTS

Get the outside-in perspective you need to drive change from a highly engaged target audience.

### AGILE CUSTOMER RESEARCH

Bring customer insights into your decision-making and design process at any stage.

### FLEXIBLE STUDY DESIGN

Our healthcare research experts guide you to get the data you really need to move you forward.

### COMPREHENSIVE RESEARCH LIBRARY

Our experience runs wide with over 200 research study templates available.

# Community Insights



Agile insights to inform your customer journey design strategies

## CUSTOMER ACQUISITION

- Service line strategy
- Digital strategy
- Access and call centers

## CLINICAL EXPERIENCES

- Service line experience
- Digital experiences
- Personalized communications

## NON-CLINICAL EXPERIENCES

- Payment design and experience
- Educational content
- Health and wellness

## How it works

Our healthcare research expertise, processes, and digital tools to gain insights support the agile outside-in perspective you need to drive change. Bring us your challenge.



### DESIGN

Co-design your study aligned to your business challenge.



### LISTEN

Engage the right panel to capture digital insights.



### ANALYZE

Evaluate and deliver results to inform your strategic decisions.

- ✓ Access our comprehensive research topics. Answer your most pressing questions about your customer.
- ✓ Digital feedback tools offer flexibility in survey design, distribution channels, and yield fast results.
- ✓ Our customer panel builder is always at work for you. We maintain a robust and diverse panel to ensure you target the right audience. Include staff or care providers for a 360-degree perspective.