Consumer voices at your fingertips to grow your brand

Human Understanding® Program

NRC Health empowers healthcare organizations to better understand the people they care for and design care experiences that inspire loyalty and create Human Understanding.

nrchealth.com
Human Understanding is crucial in growing your brand and developing relationships. Market Insights is the most comprehensive healthcare consumer perception study in the market. Gain access to syndicated consumer data and research to power informed decisions in the rapidly evolving healthcare industry.

How Market Insights works

SYNDICATED DATA COLLECTION
Monthly insights captured from U.S. consumers on healthcare opinions, behaviors, and preferences.

REPORT GENERATING INTERFACE
Direct online access to syndicated data around your brand, markets, and competitors.

TAILORED RESEARCH SOLUTIONS
Tools to answer specific business questions including AdVoice, online focus groups, and Community Insights studies.

Get the most out of Market Insights

See how health systems leverage Market Insights to grow their brand and protect their space.

- Brand Tracking
- Competitive Intelligence
- Service Line Marketing
- Consumer Trends Research
- Consumer Segmentation
- Expand Footprint
- Ad and Message Testing
- Name and Logo Testing
- Brand Lift
- Community Health

Check out nrchealth.com/marketing for more on these real-world use cases.

Scale that delivers

Syndicated survey—always at work, always available

300k
Consumer voices annually

200+
Metrics that matter

300
U.S. markets