

THE MOST HUMAN WAY TO CONNECT WITH YOUR MARKET

## Leverage better marketing initiatives with the power of consumer voices



PX

CX

EX

MX

PATIENT | CONSUMER | EMPLOYEE | MARKET

Healthcare's most comprehensive experience management platform.

## Tap into key healthcare consumer data

Dive deeper into your marketing analysis with NRC Health's AdVoice - creative testing focusing exclusively on the healthcare industry. Make data-driven decisions and produce winning campaigns.

### THE FORMULA FOR SUCCESS: A SIZABLE NORMATIVE DATABASE

In one comprehensive study, AdVoice uses both online quantitative and qualitative methodology to pre-test campaigns never seen in the market. The study results are diagnostic in nature, deeply enriched through personal opinion and statistically reliable.

The AdVoice process has a fast turnaround based upon the needs of the healthcare organization. This process is included within the Market Insights membership and, most importantly, directly links you to critical consumer insights.

We know your advertising must be effective in delivering your message. The feedback you receive from the AdVoice process provides an understanding of effectiveness prior to spending substantial media dollars. In an era of shrinking budgets, a quality test run for your advertising becomes an invaluable resource.

### A STRATEGIC PARTNER IN THE CREATIVE PROCESS

Get a clear view of results to guide you to a creative concept most likely to succeed in your market. As a partner with you and your ad agency, we'll work together to gain a deeper, research-based understanding of how to drive the most effective advertising.

We take healthcare research seriously, and the AdVoice process is a natural extension of the research we're looking forward to sharing with you and your colleagues.

### AdVoice process at-a-glance

01

All testing is administered online

02

100 respondents in a client-defined market are recruited from the general population to take a survey

03

From the 100 respondents, 6-8 individuals are recruited for an online focus group

04

Results are packaged together and benchmarked against 800+ other healthcare campaigns

## Complete testing for your healthcare creative



#### Any media (except radio)

Print, video, direct mail, outdoor, digital



#### Fast turnaround

Only four weeks to complete



#### Specific to your market

Over 250 markets from across the U.S.

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