

Community Insights



THE *MOST HUMAN* WAY TO CONNECT WITH YOUR MARKET

Inspiration and validation to make better business decisions



PX

CX

EX

MX

PATIENT | CONSUMER | EMPLOYEE | MARKET

Healthcare's most comprehensive experience management platform.

NRC Health gives healthcare organizations the technology and intelligence to create the most human healthcare experiences for patients, consumers, employees, and the markets they serve—to help eliminate friction, improve outcomes, and drive business results.

nrchealth.com

Community Insights

THE *MOST HUMAN* WAY TO
CONNECT WITH YOUR MARKET

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.®

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.

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.

Agile insights to inform
your customer journey
design strategies



CUSTOMER ACQUISITION



CLINICAL EXPERIENCES



NON-CLINICAL EXPERIENCES

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Human Understanding®

For more on these real-world use cases, check out nrchealth.com/community-insights