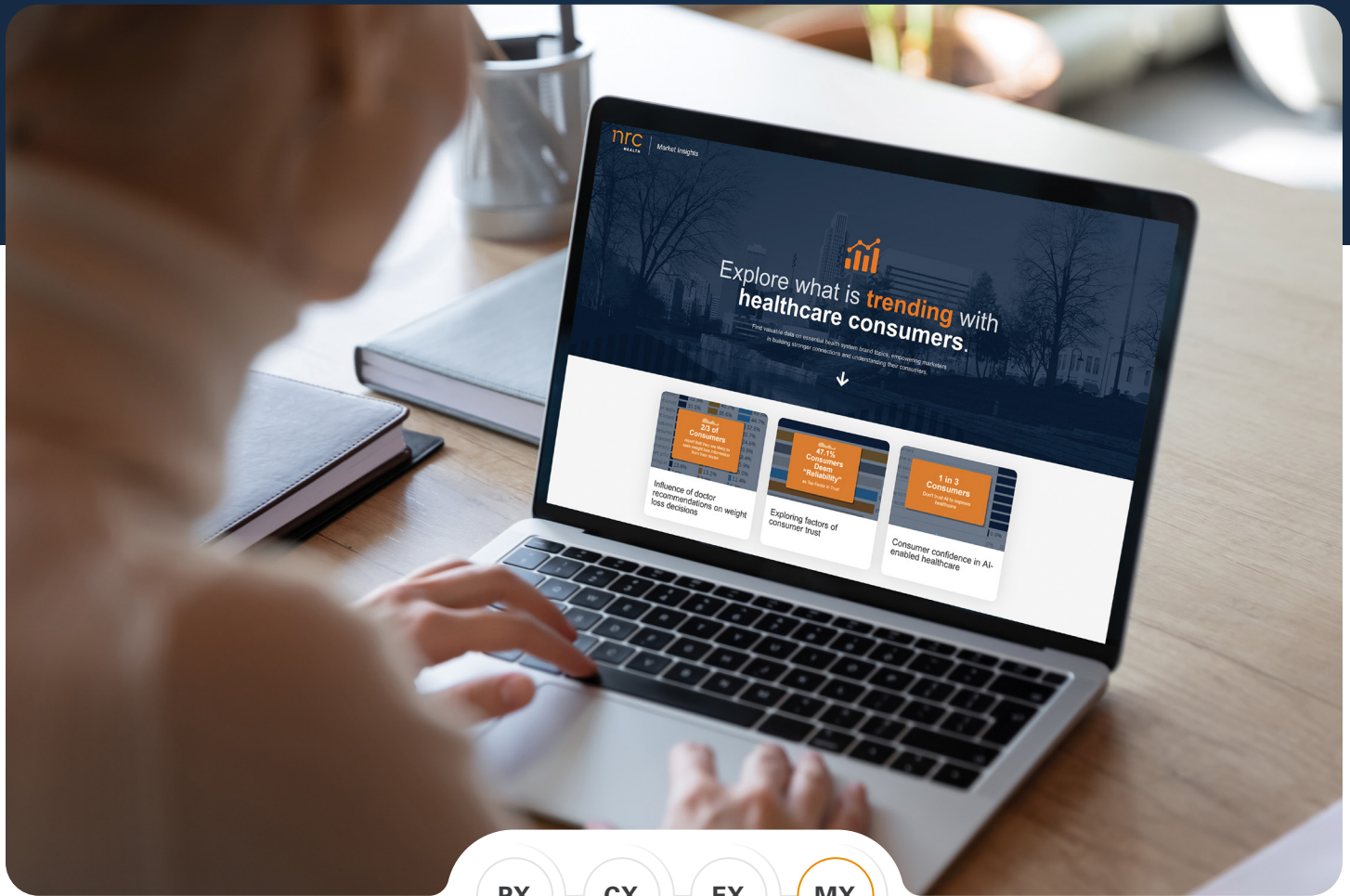


# Market Experience



THE MOST HUMAN WAY TO CONNECT WITH YOUR MARKET

## Bring unrivaled market intelligence to the heart of every business decision



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](https://nrchealth.com)

# Market Experience

THE MOST HUMAN WAY TO  
CONNECT WITH YOUR MARKET

Get your finger on the pulse of healthcare. The industry is changing, and the healthcare consumer of tomorrow is different than today. Understanding the relevant trends in healthcare ensures that your mission will keep up with the pace of change, better meet the evolving demands of the community, and outperform competing organizations and emerging disruptors. Our unmatched insights, specific to healthcare, ensure you can build a brand that is not just recognized, but trusted and valued by the communities you serve.

## Market Experience Solutions:



### MAXIMIZE EXPOSURE

Measure and build brand presence and preference outside the halls and walls of traditional care settings.



### GROW YOUR BUSINESS

Understand service line demand and consumer preferences specific to your market. Uncover market sentiments and loyalties to compete with an advantage



### INCREASE MARKETING VALUE

Capture feedback on messaging and campaigns before making investments.

## MX Management Solutions:

### LISTEN

- **Market Insights**  
Largest syndicated study of consumer perceptions in healthcare
- **Community Insights**  
Tailored research solutions to answer specific business questions
- **Monitoring**  
Identify third party reviews and ratings, respond, and protect your brand
- **AdVoice**  
Test campaign content with your audience before it's placed in market
- **Star Ratings**  
Build brand awareness and rank while protecting your reputation

### UNDERSTAND

- **Explore Trends**  
In-depth analysis of key trends driving change in healthcare

The power of consumer voices at your fingertips



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Human Understanding®

For more on these real-world use cases, check out [go.nrchealth.com/MX](https://go.nrchealth.com/MX)