

THE MOST HUMAN WAY TO CONNECT WITH YOUR MARKET

## Consumer voices at your fingertips to grow your brand



PATIENT | CONSUMER | EMPLOYEE | MARKET

Healthcare's most comprehensive experience management platform.

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.



### EXPLORE TRENDS FEATURE

The Explore Trends features gives you quick access to relevant, topic-specific, national consumer data trends, pulled together by our expert researchers.

## 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

## Scale that delivers

Syndicated survey—always at work, always available

300k

Consumer voices annually

Trusted consumer data and relevant insights

200+

Metrics that matter

Data comparable to local and national health systems

300

U.S. markets

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