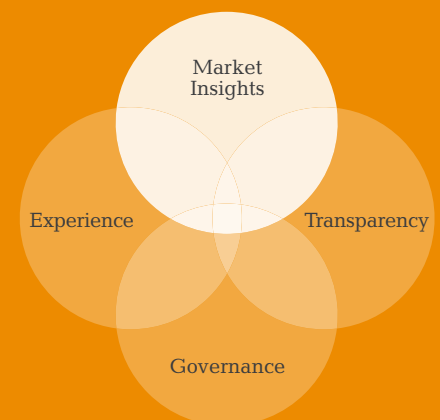




Market Insights from NRC Health gives you instant access to the opinions, attitudes, and behaviors of healthcare consumers across the country.



The voice of the consumer

Market Insights from NRC Health

The answers you need

With Market Insights, you have access to on-demand tools that can help you better understand the people you serve and boost the effectiveness of your marketing programs.

- Measure brand value and build brand equity
- Realize advertising efficacy and evaluate recall
- Understand consumer preferences and patient perceptions
- Optimize your marketing spend
- Tailor research to understand your consumers with greater depth
- Engage advisors for strategic support and up-to-date industry expertise

SCALE THAT DELIVERS

310k+
Consumer voices

200+
Metrics that matter

300
Major markets

Get access to essential intelligence on four must-know facts about your customer.

The better you know the people you care for, the greater your ability to design experiences that inspire their loyalty. Market Insights takes you inside the opinions and attitudes of today's consumers—in your market, and, around the country.

Who	What	Why	How
Who are your customers from a demographic, psychographic, and behavioral standpoint?	What do they think of you and your competitors? Awareness, preference, loyalty, reputation?	Why do they select you or your competitors? What are their selection criteria and sources of information?	How should you communicate to your target customers? What advertising will breakthrough and stick?

Market Insights: Top five takeaways

01 Largest of its kind

Market Insights is the consumer database of its kind in the US, giving you access to the opinions of more than 310,000 healthcare consumers in nearly 300 markets.

02 The insights you want

Evaluate the needs, wants, and behaviors of communities through real-time competitive assessments and enhanced segmentation tools.

03 When you want them

As a Market Insights member, you'll have access to on-demand tools to better understand your target audience and gauge consumer response to communications.

04 Add depth

Tailored research solutions allow you to know your consumers better than ever before.

05 Confidence in decisions

Market Insights provides insight and answers to validate and optimize your marketing strategy.