

Consumer voices
at your fingertips to
grow your brand

Human Understanding[®] Program



EXPERIENCE



MARKETING



REPUTATION



WORKFORCE



INSTITUTES

Market Insights

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.

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

Check out nrchealth.com/marketing for more on these real-world use cases.

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