



## Healthcare Research & Insights

*Improve Member Experiences by Learning More About Them*

What's working? What needs adjustment? Find out with healthcare-based research programs.

In today's competitive healthcare industry, focusing on member satisfaction alone is simply not enough. Healthcare companies must foster a state of loyalty by consistently meeting and exceeding the expectations of their members.

Research & Insights from Scantron Survey Services helps identify the key drivers of member satisfaction and dissatisfaction, which is critical for any provider looking to improve the member experience.

Member satisfaction leads to loyalty, and ultimately the type of advocacy that not only reflects your ability to retain members, but also supports your capacity to attract and grow new member relationships.

Research & Insights uses more than 40 years of experience working with healthcare providers to better understand members, learn from physicians, identify new revenue and growth opportunities and much more.

Surveys can be distributed through a variety of channels, including direct mail, phone, focus groups, IVR and web.

Research & Insights understands the level of importance our clients put on the privacy of their survey participants and the security of that data. Our quality, service and security standards are best-in-class, so you'll never have to worry about the integrity of your data.

### **Healthcare Research & Insights: Specialized surveys for every need**

- Health Risk Assessments
- Employee Engagement
- 360° Leadership Feedback
- Care Management Satisfaction
- Functional Status/Disease Management
- Member Loyalty
- Focus Groups
- Physician Loyalty

***Allowing member experience issues go unaddressed is like not getting a yearly flu shot. Minimize the risk with Research & Insights.***



**CAPTURE INSIGHTS TO  
INFORM DECISIONS TODAY!**

For a free consultation to meet your research goals, call **800.722.6876** or visit us at **[www.scantron.com](http://www.scantron.com)** to learn more.

### **About Us**

Scantron® Survey Services provides solutions to help you collect data you can use. We deliver the quality you expect from decades of experience. Whatever your survey or research needs, Scantron can meet you where you are and help you get to where you want to be.