




TAKE THE PULSE OF
YOUR NEXT PATIENT



Why does she choose one provider over another?

How does she feel about your brand?

Which services are most important to her?

NOBODY GETS YOU CLOSER TO YOUR MARKET.

In today's healthcare markets, questions are everywhere. Finding answers requires precise insights, based on local data, delivered in real time. So you can know your patients, your markets, and your brand better than ever. In short, it requires a better brand of research.

WELCOME TO PRC.

Custom Research *for* Achieving Excellence

“CentraCare Health has worked with PRC for more than 20 years to conduct a bi-annual regional consumer phone survey. PRC brings statistical expertise and personalized service to each and every project. Continuity with PRC and their Consumer Survey allows us to clearly track progress in building brand awareness and reputation over many years. They are true professionals, and their service is unmatched.”

— JOHN SCHNETTLER, DIRECTOR OF MARKETING,
CENTRACARE HEALTH

LET'S GET LOCAL

Reaching your local community requires more than “off-the-shelf” research. PRC delivers comprehensive market assessments based on customized surveys of your unique service area. The result is an unparalleled view of your future patients – their perceptions and attitudes, how they view your competition, and where new opportunities exist. With local data and insights in hand, you get a clear understanding of where you stand and what you can do to achieve your goals.

Working together, we can ...

- + Discover how your market sees your brand
- + Profile prospective patients and their preferences
- + Identify competitor weaknesses and strengths
- + Assess advertising and engagement
- + Stay ahead of market trends

With a clear view of your world, you're positioned to move forward with confidence.

THE CUSTOM DATA DIFFERENCE

Every hospital, medical center, and health system is unique. That's why we have developed a proprietary research methodology that enables you to harness the power of customized data collection and analysis. Here's how we do it.

Expertise

PRC works exclusively with healthcare organizations. We design custom research solutions around the issues, audiences and priorities that shape healthcare decisions in your market.

Excellence

Our obsession with excellence drives everything we do. We craft every survey question to ensure accurate results. All research is conducted by our own highly trained interviewers who specialize in administering healthcare surveys from our 10-acre research campus, where we speak to over 2 million patients, consumers and caregivers each year.

Results

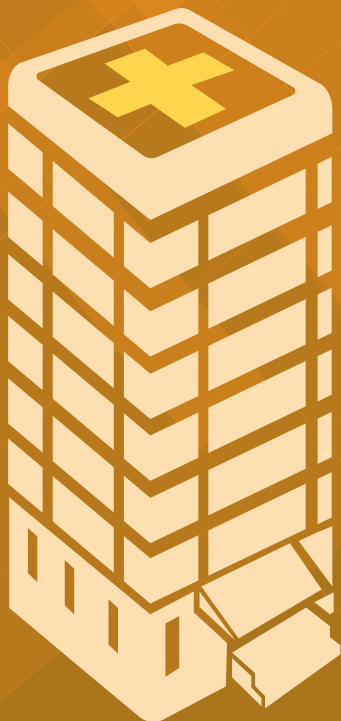
We do more than deliver data, we help you find meaning with expert insights that are clear, compelling, and actionable.

INSTANT ACCESS AND ANALYSIS

With **PRCEasyView.com**[®], you have the power to create customized reports and highlight key insights with just a few clicks. As a result, you can put your data to work driving critical decisions throughout your organization.

1,000 RESEARCH EXPERTS HELPING YOU ACHIEVE EXCELLENCE

With over 35 years of experience, PRC empowers healthcare organizations to become the best possible places to receive care, practice and work. Today, thousands of organizations turn to us for comprehensive research solutions that encompass the entire healthcare operation.



PATIENT
EXPERIENCE

CAHPS
SURVEYS

COMMUNITY
HEALTH

PHYSICIAN
ALIGNMENT

CONSUMER
& BRAND

EMPLOYEE
ENGAGEMENT

WHAT ARE YOUR GOALS?

To learn what PRC's custom data can do for you, contact us at 800-428-7455 or visit PRCCustomResearch.com

"The importance of knowing the consumer mindset, coupled with the PRC's EasyView tool, cannot be overstated. The insight we have gleaned from PRC's consumer studies has literally changed strategic roadmaps, leading to increases in brand preference and market share for our clients across the country."

— JOANNE TILL, LEWIS COMMUNICATIONS

BRAND AND CONSUMER RESEARCH AT-A-GLANCE

WHAT

- + CONSUMER PERCEPTION
- + POWERFUL INSIGHTS
- + BRAND AWARENESS
- + HEALTHCARE PUBLICATION AUDITS
- + AD TESTING
- + FOCUS GROUPS

HOW

- + CUSTOMIZED RESEARCH FOR YOUR MARKET
- + PHONE AND INTERNET PANELS
- + ON-SITE CALL CENTER

WHY

- + DISCOVER CONSUMER MOTIVATIONS
- + HIGHER RESPONSE RATES
- + BETTER DATA
- + INCREASE BRAND PREFERENCE
- + GAIN MARKET SHARE
- + DRIVE BOTTOM-LINE RESULTS



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