



IRONWOOD INSIGHTS group, LLC

Ironwood Healthcare Solutions

Ironwood Insights Group helps healthcare clients improve the **patient experience, facilitate innovation, increase brand, & market performance**

Category Expertise

Secondary Research

Monitor changing health, wellness and technology trends shaping the category

Segmentation/Market Needs

Understand emerging consumer health & wellness habits, digital care needs

Patient Journey/Experience

Evaluate the experience; maximize acquisition, retention

UX/Design Research

Enhance patient care/
admin/technology touchpoints

Brand/Market Performance

Optimize brand positioning & message

Audiences Researched

- **Physicians: Specialists, PCP's**
- **PA's, NP's, Nurses**
- **Hospital Clinical Directors, Administrators, C-Suite**
- **Payers, Brokers, Benefits Directors**
- **Patients, Caregivers, Guardians**
- **Afflicted populations**
- **Plan members, Medicare/Medicaid enrollees**

What Make Ironwood Unique?

- Full-service insights services that marry methodological and analytical rigor with leading-edge technology
- Experience working with health systems/hospitals, pharma/device companies, government agencies (i.e., CMS, CDC).
- Industry-leading, in-house assets for the most difficult data collection challenges: online, telephone, mail, mixed methodologies



**To learn more, contact
Ironwood Insights Group today.**

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