

Our Healthcare Expertise

Ironwood Insights Group advises clients across the healthcare spectrum with a deep and recent focus on key business issues and audiences:

Patient Experience Consulting

care quality/accessibility, timeliness, customer service, communication, off-cycle hospital, health plan CAHPS

Practitioner & Administrator Satisfaction

Strategic, On-Trend Research

changing patient care landscape: integrated patient care, advancing digital technologies

Dynamic Brand Health Assessments

monitor, develop and optimize market position

Solution Development & Optimization

health-tech/wearables, telehealth, practitioner CME/certification solutions

Consumer

- **Patients**
- **Caregivers and Guardians**
- **Afflicted populations**
- **Medicare, Medicaid enrollees**
- **Plan members**

Professional

- **Physicians: Specialists, Primary care, PA's**
- **Nurses, CNA's, Technicians**
- **Clinical Directors**
- **Hospital Administrators, Executives**
- **Company Benefits Directors**



Our Key Points of Difference

Ironwood's full-spectrum services marry methodological and analytical rigor with leading-edge technology and innovation to deliver *actionable, durable insights to our healthcare clients.*

- **Integrated teams of research methodologists, technical consultants and subject matter experts to advise clients across the range of business dynamics impacting healthcare**
- **Gold standard data processing and analytical assets run by consultants with decades of experience**
- **In-house data collection assets that support online, telephone, mail and mixed mode methodologies: one of the largest operations in the U.S.**
- **Leading-edge data collection technology & portal delivery to monitor results**



To learn more, contact
Ironwood Insights Group today:

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Insights that provide clarity and drive action.

RESEARCH DESIGN

DATA COLLECTION

ANALYTICS & REPORTING