

MEDICARE RESEARCH SERVICES

Improve the digital member journey from shopping through enrollment and plan management



How can you acquire and retain members from a broad range of Medicare plan types? We can show you.

Get the latest in best practices and interactive tools focused on key aspects of the actual end-to-end prospect and member experiences from leading healthcare insurers.



MONITOR RESEARCH

Obtain a unique view of the competitive landscape including digital capabilities and interactive tools with our multimedia research library and dedicated analyst support. Track actual Medicare member and prospect end-to-end experiences at leading healthcare insurers.



DIGITAL AUDITS

Learn how your digital properties stack up against those of your key competitors. Customized, in-depth benchmarking analysis will uncover vital improvement opportunities and strategic recommendations to reimagine the member experience.

MEDICARE RESEARCH SERVICES



CONSULTING SERVICES

Clients use our customized benchmarking, quantitative research, emerging trend analysis and customer segmentation studies to perfect their member experiences across Medicare plan types.



UX RESEARCH

Identify member needs and pain points to steer design and development toward member-centered goals. Our expert reviews, personas, surveys and usability testing can help you establish distinct advantages.

BOOK A FREE CONSULTATION TO DISCOVER HOW OUR RESEARCH CAN HELP YOU GAIN A COMPETITIVE EDGE.



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