

# HEALTH PLAN RESEARCH SERVICES

Enhance the member experience of your health plan products



## How healthy is your digital experience? We can show you.

As the industry faces unprecedented digital and telehealth needs, meet your members' high expectations with our in-depth analysis of best practices from leading health insurers. We benchmark the actual member digital experiences to help identify needs and pain points.



### 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 member and prospect experiences at leading healthcare insurers.



### DIGITAL AUDITS

Learn how your digital properties stack up against your key competitors'. Customized, in-depth benchmarking assessments will help uncover vital improvement opportunities alongside strategic recommendations to reimagine the member experience.

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### CONSULTING SERVICES

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



### 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 HEALTH PLAN RESEARCH SERVICES CAN HELP YOU GAIN A COMPETITIVE EDGE.



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