

# 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.



### EXPERIENCE BENCHMARKS

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.

[INTEREST@CorporateInsight.com](mailto:INTEREST@CorporateInsight.com)  
646-887-3235  
[CorporateInsight.com](http://CorporateInsight.com)