

Driving Strategy Through Real-World Data Insights

Opportunity and strength comes from knowing how your stakeholders think and feel. As a healthcare leader, you need to know where your most important constituencies stand and what messages resonate with them. This allows you to develop the right game plan to move them toward the action you want them to take.

Our custom quantitative and qualitative research can be scaled from micro-to national geographies, revealing critical insights and deep understanding of stakeholders that informs winning strategies. This research will help you to seize opportunities related to:

- » Brand perception of your organization/your competitors
- » Sentiment on hot-button public policy, legislative and other issues that could impact your organization
- » Message testing and strategic positioning opportunities
- » Consumer preferences on access, care and services
- » Market size and drivers

We've helped

1,800+

healthcare organizations in 49 states

Ranked among the

Top 10

healthcare communications firms in the country

We can help.

The Jarrard Market Research & Insights (MRI) team specializes in understanding the interplay of stakeholder perceptions, motivations and behaviors – the literal and people politics that permeate healthcare – and the actions and messaging that will drive impact. We explore the right questions and develop solutions to deliver critical wins with measurable results. Our tailored strategies enable you to move swiftly with precision, delivering compelling messages through appropriate messengers and building trust.

ISAAC SQUYRES & JED LAM
MRI TEAM LEADS

Our Research Differentiators



We know healthcare – it's all we do.

We've worked across the entire healthcare ecosystem – from academic medical centers to rural hospitals to the innovative health services companies and tech firms transforming the industry.



Research designed for action – not just more data.

We transform cold data into compelling narratives and effective, actionable campaigns. Our team includes researchers, strategic communicators, public affairs specialists, marketers, former journalists and healthcare executives who together offer the breadth of professional expertise to fully leverage findings.



Our Scope of Work Together



DESIGN

In partnership with your team, we identify your goals and core questions. From there, we design a customized research approach to address those needs.



DEPLOY

We access the stakeholders you need to understand using industry standard approaches, including online panels, text-to-web and phone surveys as well as in-person and virtual focus groups.



YOUR CAMPAIGN

We build research-based campaigns with sophisticated engagement strategies. This approach creates influential allies and reserves of goodwill so that you can advance your organization's goals and successfully activate in any high-stakes moment.

Note: After launch and execution, we can continue assisting you through ongoing advisory support, tactical execution and issue response.



ANALYZE

We analyze both quantitative data and qualitative responses (where applicable) and provide a comprehensive findings and recommendations report.



ACTIONABLE STRATEGY

We use findings to inform strategy and tactic development along with metrics for benchmarking and/or tracking surveys to measure progress.

About Jarrard

Jarrard is a specialized healthcare consulting firm devoted to helping leaders during high-stakes moments of change, challenge and growth. We use the power of communications, marketing, research and political strategy to help our clients achieve their most important goals. Founded in 2006, the firm has worked with more than 1,800 clients in 49 states and focuses on critical moments – from crisis and issue navigation to change leadership to brand positioning to research and growth. Jarrard is a division of Chartis, one of the nation's leading healthcare advisory firms.

For more information, visit jarrardinc.com or follow us @JarrardInc.

Isaac Squyres, *Partner*

Understanding the power of data to drive the sharpest strategies, Squyres incorporated three decades of strategic communications and public affairs experience to establish Jarrard Market Research & Insights. Squyres brings clients a deep understanding of and skill in navigating the politics of people, elected officials and regulatory matters.

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Jed Lam, *Senior Vice President*

Lam has led global Fortune 100 clients and cross-functional teams in custom primary and secondary research for brand strategy and marketing communication needs. His 25 years of experience covers corporate reputation, brand positioning, employee engagement, crisis and risk management, integrated measurement, segmentation and thought leadership.

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