



# HSM Delivers Real-World Solutions

Actionable quantitative and qualitative research is the heart of HSM's approach to finding the right solutions. As experienced health care professionals, we understand the complexities and interrelationships of the health care industry. We are proud of our success in getting your customers to talk to us through targeted in-depth interviews, focus groups, and leading-edge technologies. Our proven marketing and management expertise extends your research dollars and achieves customer-loyalty and bottom-line goals.

## Research Methods:

- ▶ Focus groups
- ▶ In-depth telephone interviews
- ▶ In-depth one-on-one interviews
- ▶ Internet surveys
- ▶ Interactive voice response surveys
- ▶ Direct mail surveys
- ▶ Conjoint studies
- ▶ Physician panels

## Techniques:

- ▶ Predictive modeling and choice analysis
- ▶ Population segmentation
- ▶ Regression modeling
- ▶ Economic modeling
- ▶ Cost-benefit analysis
- ▶ Critical incident techniques
- ▶ Conjoint analysis
- ▶ Benchmarking

## Solutions:

- ▶ Positioning strategies
- ▶ Marketing programs
- ▶ Brochures and collateral material
- ▶ Sales strategy and management
- ▶ Service blueprinting workshops
- ▶ New product and service launches
- ▶ Organizational development
- ▶ Strategic plan development
- ▶ Customer retention assessments
- ▶ Customer satisfaction workshops featuring *It's a Dog's World*



800-776-8078  
480-947-8078  
8777 E. Via de Ventura  
Suite 188  
Scottsdale, AZ 85258  
[www.hsmgroup.com](http://www.hsmgroup.com)