TRUVEN
HEALTH ANALYTICS™

PULSE Healthcare Survey

Truven Health Analytics™ delivers unique insights into consumer healthcare behavior with our proprietary PULSE™ Healthcare Survey — the longest-running survey of its kind in the nation.

Since 1988, Truven Health has conducted the PULSE Healthcare Survey, a survey that examines consumers' healthcare utilization, behaviors, and attitudes regarding more than 100 different topics. The PULSE Healthcare Survey completes more than 82,000 interviews each year using a multimode sampling strategy that includes land line, cell phone, and Internet, drawing its data from a random sample stratified by geography. The survey is conducted in waves over an 11-month period to account for seasonality. Each year, Truven Health customers help determine the survey topics, ensuring our questions do indeed reflect the pulse of the industry. These questions are modeled to reflect the larger population and overall predictive behavior.

PULSE Healthcare Survey results are used to predict demand for specific services, to evaluate the health status of populations, and to identify local households for promotions or interventions. The survey is unique in that it ties results to two proven lifestyle segmentation systems: PRIZM® by the Nielsen Company and HouseholdView®, a Truven Health methodology. The use of lifestyle segmentation gives healthcare clients better insights into who is using which services and where like households are located within their markets.

Healthcare-specific or lifestyle segmentation combined with PULSE Healthcare Survey results allows for profile development of identified populations. This profiling capability can be used to distinguish "at-risk" populations. For example, creating a geographic-based portrait of a market can locate areas with a prevalence of diabetes, heart disease, asthma, or other conditions. When these data are linked to lifestyle and media information, via PRIZM or HouseholdView, the data can point to the most effective service design, product-line focus, marketing plan, and media strategy.

What Makes the PULSE Healthcare Survey Unique?

- Multimode sampling strategy that includes land line, cell phone, and Internet
- More than 82,000 households interviewed each year
- Conducted every year since 1988
- Integrated with Truven Health HouseholdView healthcare-specific segmentation system
- Integrated with Nielsen PRIZM lifestyle segmentation system
- Survey topics based on input from our customers
- More than 100 topics currently available through Truven Health Market Expert

PULSE Healthcare Survey data on more than 100 healthcare topics are available for easy analysis with Truven Health Market Expert®, our industry-leading strategic planning and marketing tool. In addition, we can conduct tailored analyses and add custom topics to the survey to meet your unique needs.

Current PULSE Healthcare Survey Topics Include:

- Alternative/Complementary Medicine
- Cancer Screening
- Cardiac Services
- Charitable Healthcare Contributions
- Chronic Conditions
- Health Insurance
- Hospital Inpatient Services
- Impact of Economic Conditions/Barriers to Care
- Internet Usage
- Judging Provider Quality
- Pediatrics
- Physician and Ambulatory Services
- Physical Medicine

FOR MORE INFORMATION
Send us an email at **info@truvenhealth.com**
or visit **truvenhealth.com**

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