

The Primary Healthcare Monitor

Healthcare professionals are a key audience for both referring patients to your organisation and commissioning services. A health professional's knowledge of a condition and their attitude towards it can be critical factors in a patient's experience of healthcare.

The Primary Healthcare Monitor is a yearly survey of 150 GPs (including 75 GPs with CSU/CCG roles) and 100 nurses which will give your organisation the insight to devise strategies to improve referrals, commissioning and patient outcomes. Our research will help you:

- Gauge healthcare professionals' knowledge of your organisation and your services
- Discover commissioners' perceptions of your organisation and what will encourage them to commission your services
- Uncover how healthcare professionals' impressions of your charity influence their referring patients to you
- Identify the information needs professionals have about your specialism and how you can best support them
- Evaluate the effectiveness of your campaigns and information materials
- Learn about the best channels, best messages and best tone to engage with this audience
- Benchmark your performance against other charities working in your specialism using our long-term trend data
- Explore your key areas of work in depth through your choice of bespoke questions*

Current clients include:



How much does it cost?

	Spring 2015
Price	£5,450 + VAT
With any other nfpSynergy subscription	£5,150 + VAT
For charities with income under £4 million	£4,450 + VAT

*Bespoke questions can be added for a minimum of £850 + VAT each.

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