



PATIENT INSIGHTS

Fast, Actionable Patient Market Research

Phreesia’s PatientInsights solution provides our clients with the meaningful insights they need to adapt to changes in patient attitudes and understand the behaviors that impact brands, addressing everything from content strategy to digital adoption. Our platform lets you tap into the voice of millions of patients: We’ll help you select a target patient population, ask specific questions and uncover the unmet needs, motivations, concerns and questions that drive them to take action.

Our Patient Insights solution delivers customized, logic-driven surveys:



To highly **targeted** patients



At the **point of care**, while they’re in a healthcare mindset



With **fast, actionable** insights

Our research leverages the patient information we collect to make sure **we target the right patient, in real time and at scale.**

PATIENT JOURNEY ON PHREESIA

DEMOGRAPHICS



FINANCIAL & INSURANCE



CLINICAL INTERVIEW



PAYMENT



HIPAA AUTH / CONSENTS



PATIENT INSIGHTS SURVEYS



POST-VISIT PATIENT SATISFACTION SURVEY

