



Alpharetta, GA
www.jacksonhealthcare.com

Jackson Healthcare has been recognized as one of the “Best Places to Work” by the Atlanta Business Chronicle for five consecutive years which is a true testament to its culture and dedication to the healthcare industry. Jackson Healthcare serves more than 5 million patients in over 1,300 healthcare facilities and is also the third largest healthcare staffing company in the US.

“There is a new level of excitement across all of Jackson Healthcare operating companies about market research because of Qualtrics. This enthusiasm is truly empowering to our operating companies and has created greater thought leadership for Jackson Healthcare during such a vulnerable time in our industry.”

Sheri Sorrell
Market Research Manager



Challenges

- Needed to reduce the time and manual processes of conducting surveys
- Required a self-service survey platform for the operating companies to conduct their own market research
- Limitation in the types of surveys that could be created

Solution

Jackson Healthcare uses Qualtrics Research Suite to:

- Create a greater variety of surveys for market research and employee feedback
- Support the Faith Bridge Foundation with market research to understand foster care needs versus pastor and congregation interest by counties, resulting in the top 10 church pilot programs advocating foster care
- Capture physician practice trends that are being impacted by the Affordable Care Act, such as an increase in doctors not accepting Medicare and Medicaid as a result of low reimbursement rates, as well as an increase in doctor dissatisfaction as more doctors take temporary positions
- Gather employee feedback to understand case workload management to properly staff facilities and proactively manage any issues to improve future service

Results

- Reduced time to create and manage surveys by 83%, allowing for more time to analyze the results
- Increased number of responses to the physician Practice Trends survey by 36% with improved survey structure
- Demonstrated thought leadership in the industry through market research insight, generating greater interest in healthcare issues and positive publicity for Jackson Healthcare