

HEALTHCARE & PHARMA | FIVE MARKETS

Dashboards for a healthcare brand health tracker

Interactive dashboards and chart packs for a monthly brand health tracker in five markets.



AT A GLANCE

CLIENT

Healthcare communications
agency

INDUSTRY

Healthcare & Pharma

MARKET

Five markets

METHOD

Charting and dashboards

SAMPLE

Monthly tracker data

TIMELINE

Monthly updates

THE CHALLENGE

A healthcare agency was rebuilding the same charts by hand every month for its brand health tracker. Its client wanted results faster, in a format the marketing team could explore.

OUR APPROACH

We set up an automated pipeline from the cleaned data file to an interactive dashboard and a PowerPoint chart pack.

- 1 Agreed the key measures and filters with the client
- 2 Automated the data feed from each new wave
- 3 Built an interactive dashboard with market and segment filters
- 4 Produced a matching chart pack for presentations

THE RESULTS

- ✓ Dashboard refreshed with each new wave
- ✓ Chart pack ready on the same day as the dashboard
- ✓ Less manual charting for the agency team

SERVICES USED

Data processing and tabulation

Extended team services

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.