



Are you prepared for the impact of Telehealth on your business's future?

InterChange is the only discovery solution that provides insight into the evolving dynamics of the HCP patient interaction with fully digital interactive access in real-time

LEARN MORE

Experience the interchange

InterChange combines customizable, secure technology with a proprietary discovery process



Plan

Virtual Interview with HCP prior to Telehealth consult



Observe

Observe, record and experience HCP and patient interaction during Telehealth consult



Inquire

Virtual Interview and case review with HCP after Telehealth consult



Understand

Virtual Interview with Patient after Telehealth consult to identify perceptions



Change

Report and video deliverable defines actions to evolve from actual to desired behaviors

WHAT OUR CLIENTS SAY

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We are currently conducting global research to understand more about Telehealth. InterChange gives us an opportunity to learn more about the physician and patient interaction, how Telehealth is actually being used and what we can do to position our brands when this technology is used.

—MARKET INSIGHTS DIRECTOR
Global Pharmaceutical Client



Get the guidance needed to optimize Healthcare Marketing Strategies by exploring Telehealth's implications for your brand



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Insight Consulting Group (ICG) has always been a pioneer in qualitative research methodologies that identify how brands can satisfy the core human needs of those

LOCATION

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