

HRA – Healthcare Research & Analytics Chooses MarketSight as the Data Analysis and Reporting Partner for its Premier Hospital Data Audits

New partnership between HRA and MarketSight enables pharmaceutical clients to gain greater insights from HRA’s rich store of hospital formulary and operating room data.

Parsippany, New Jersey (June 20, 2012) – HRA – Healthcare Research & Analytics, a leader in data-driven insights on the hospital market, announced today the selection of MarketSight as its preferred technology partner for data analysis and reporting across its *Hospital Trends* series. The series, which has been newly revitalized in 2012, includes market research offerings focused on hospital formulary review and acceptance and the use of anesthetics and related products in the OR.

“With MarketSight, our clients will be able to access audit data more easily and perform their own data queries on a real-time basis. Ultimately, they will be able to quickly find and share actionable insights.” said Lisa Fox, HRA’s Vice President for Strategic Syndicated Research and Data Audits.

MarketSight’s analysis and reporting platform allows users to quickly create crosstabs, run statistical tests, create charts and export them to Excel and PowerPoint to highlight the significant findings within the data.

According to Michael DeNitto, CEO of MarketSight, “MarketSight’s advanced analysis and reporting platform will enable HRA and its clients to take advantage of web technology for collaboration, sift through large amounts of data faster, and produce quality charts and reports that will drive business strategy.” He added that “We are pleased to partner with HRA and to provide them with a platform that will deliver significant value to their clients.”

MarketSight is a 100% web-based platform, providing global access to clients and colleagues and making it easy for teams to share and discuss research results. The platform is easy to learn and use, and users save significant time in the analysis and reporting process.

About HRA – Healthcare Research & Analytics

HRA – Healthcare Research & Analytics is a fresh blend of experienced healthcare market researchers employing a comprehensive, unique process and analytical approach leading to better business decisions. HRA offers a unique spectrum of quantitative and qualitative, custom and syndicated market research services to support the business needs of the pharmaceutical, biotech, and medical device markets.

About MarketSight

Headquartered in Cambridge, Massachusetts, USA, MarketSight LLC is a leading provider of web-based software to the Market Research industry, and is the developer of MarketSight®, an intuitive data analysis platform for creating crosstabs, running statistical tests, and creating interactive charts and dashboards. MarketSight supports all leading survey data formats, including SPSS, SAS, Triple-S and Excel, and provides industry-leading integration with PowerPoint and Excel. Find out more at www.marketsight.com.

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Contact:

Mark Antonacci
Executive Vice President, Sales
mantonacci@hraresearch.com
973-240-1190