

Frequently Asked Questions

Q: What exactly is the Pulse of the Purchaser Research Institute?

A: It's a curated panel of employer healthcare decision-makers — pre-screened and drawn from National Alliance of Healthcare Purchaser Coalitions — designed to give organizations rapid, credible access to real-world insights to improve healthcare and business decision making within your organization.

Q: What makes this different from other market research panels?

A: Three things: the exclusivity of the audience, the speed of engagement and the authenticity of responses. These are high-level decision-makers offering candid input based on real experience — not theoretical or PR-sanitized positions. Our panel is built around organizations of all sizes, You're not hearing from only Fortune 500 companies, but from organizations that have 30 to 30,000 employees and everything in-between.

Q: What can I use the Institute for?

A: Use cases include strategy validation, messaging testing, early feedback on products, custom surveys or focus groups, advisory boards and thought leadership partnerships.

Q: What is the National Alliance of Healthcare Purchaser Coalitions and why should I trust it?

A: The National Alliance of Healthcare Purchaser Coalitions is a nonprofit organization with a 30+ year history that represents a network of 40+ regional employer-led coalitions across the United States. Its members represent thousands of public and private employers and unions, covering over 90 million Americans. The National Alliance is a neutral, mission-driven backbone of the employer healthcare movement—and a uniquely credible convener of voices that are often hard to reach, but critical to engage.

Q: Are there ways to engage with PPRI beyond data collection or research?

A: Absolutely. PPRI is also a platform for co-creation, thought leadership and strategic alignment. We support white papers, employer roundtables, advisory boards, event programming and coalition-led campaigns. If you're looking to shape — not just study — what's next in employer healthcare, PPRI can be a strategic partner, not just a research tool.

Q: Is this just for biopharma?

A: Not at all. PPRI is designed for any organization that needs insight into employer healthcare decision-making — biopharma, medtech, wellness vendors, benefits advisors and policy stakeholders.

Q: Why not just use our existing research vendor?

A: Traditional vendors often rely on outdated panels or generalized respondent pools. PPRI gives you direct access to a hand-curated group of active healthcare purchasers — employers who are shaping benefits in real time. That means fewer irrelevant responses, deeper contextual insight and faster, more confident decision-making.

Q: How do I know these employers will actually respond honestly?

A: These are not unknown respondents or survey farm participants. PPRI panelists are vetted through their coalitions and understand the value of honest, experience-based feedback. Their identities are known to the Institute team (though responses will be anonymized for clients) and their participation is mission-driven — many see this as a way to shape a better healthcare system.

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Q: What if we only need a small sample size?

A: No problem. PPRI is built for flexibility. Whether you need five employers to weigh in on a prototype or 50 to participate in a national trend analysis, we scale the project to fit your needs — without forcing you into an oversized study or off-the-shelf template.

Q: What if I want a large sample size?

A: PPRI draws from a national network of employer coalitions, giving us access to a broad and diverse base of healthcare purchasers. For larger studies — whether regional, sector-specific or national — we can scale recruitment and execution through coalition partners while still maintaining quality and credibility.

Q: What if I want only certain employers or purchasers?

A: Targeting is one of our strengths. Whether you're looking for jumbo employers, public purchasers, Taft-Hartley plans or a specific industry segment, we pre-screen participants to match your needs. You define the filters — organization size, geography, purchaser type, innovation readiness — and we ensure the insights come from the right voices.

Q: What if I want to quote respondents, invite them to speak at engagements or cite them in an article?

A: With respondent permission, yes. PPRI operates with full transparency between our team and panelists. We can facilitate follow-up interviews, secure attribution rights or connect you directly for media or event opportunities. Many participants are open to spotlighting their organization's leadership in benefits innovation — especially when it advances the field.

Q: How quickly can we get started?

A: Most engagements can be kicked off within a week, depending on the scope. Our streamlined intake and pre-screened panel mean you can go from idea to insight faster than traditional research models allow.

Q: What happens if we don't get the insights we're looking for?

A: We don't just hand over raw data and walk away. Our team works closely with you to define the right questions, structure the right formats and adjust in real time. If a response set isn't hitting the mark, we refine and re-engage. Your goals shape the deliverable — every time