



Healthy Australia

ULTRAFEEDBACK'S
FIRST NATIONAL
SURVEY PROVIDES:

- Innovative insights into the health management experiences of over 9000 Australians.
- Benchmarks and segmentation tools to allow you to make informed decisions.
- Evidence based research that will give you a competitive advantage in marketing communication.
- Psychographic profiling of health consumers.

COMPREHENSIVE ONLINE DATA REPORT

- Complete access to the UltraFeedback research data that allows the user to fully analyse the dataset to suit individual needs, through data segmentation, cross tabulation analyses and tracking multiple waves of data.

REPORT ONE – SEEKING BETTER OPTIONS

- Commentary from a diverse team of research analysts and healthcare experts.
- A detailed summary of the online report and analysis of the research findings. Topics include:

<i>Baby boomers</i>
<i>Complementary Therapies</i>
<i>Depression</i>
<i>Healthcare Satisfaction</i>
<i>Hypertensives</i>
<i>Pharmacists</i>
<i>Rural and Regional Health</i>
<i>Surgery</i>
<i>Using Health Information</i>
<i>Weight management</i>



Above left: Printed report.

Above: Interactive online report.

