

# A Strategy Consulting Firm: Credible Survey Insights

## Our Client's Challenge

A specialized strategy consulting firm was supporting a client with due diligence on practice software in the dental industry. They wanted to have some key questions explored, and they wanted to have the results come from a credible organization they knew they could trust. They were under a tight deadline, and they could not afford to have any delays.

## How HPI Responded

HPI helped the strategy firm get direct feedback from the market, in the form of a survey of practicing dentists, to inform their market analysis. HPI closely monitored the number of survey respondents on a daily basis, making adjustments when needed, to ensure the target number of responses would be achieved.

## The Results We Delivered

The strategy firm used our survey results to inform and guide a significant portion of their due diligence efforts, ensuring the overall accuracy and credibility of their dental practice software market analysis.

# A State Dental Association: Insights for 2020 Strategic Planning

## Our Client's Challenge

To support their 2020 strategic planning, a State Dental Association was seeking custom insights specific to the market in which it operates. They wanted credible data and expert analysis to inform their senior leadership on how to best meet their organization's challenges, so that they can remain relevant to their members and to the dental community at large.

## How HPI Responded

Through our industry expertise, HPI helped guide and define the specific topics to be explored that would be most relevant to them, such as the changing patterns of dental practice ownership and workforce, as well as the payer mix, among others.

## The Results We Delivered

Our insights and analysis helped this State Dental Association gain a better understanding of their unique market, which they used to inform their 2020 strategic planning work, ensuring a successful and relevant future for their organization.