

Data analysis can be intimidating. You won't need to worry when you leave it in the hands of an expert.

Why do you need an analytical service?

Data exists all around us in many forms including financials, test scores, patient or employee satisfaction, hospital readmission rates, opinion polls, etc. Often, this data is tied in with profits, reimbursements, or some other incentive. Broad summaries can miss the mark. Analytical Insights provides expert analysis and professional, actionable deliverables that can help make the case for return on investment, areas for improvement, and other important metrics. There are four main industries that Analytical Insights can provide services for:

- Health care (hospitals, physician groups, long-term care facilities, etc.)
- Academia/Education (elementary, secondary, post-secondary)
- Private sector (advertising agencies, insurance firms, law firms, small businesses, etc.)
- Nonprofit organizations

Who We Are

About Us

Analytical Insights, LLC was formed in 2013 with the goal of providing professional analytical services to organizations that have a need for expert analysis but may not have a budget for a full-time, experienced analyst.

In January 2015, Analytical Insights was granted National Women's Business Enterprise Certification from the Women's Business Enterprise National Council (WBENC). In addition, WBENC deemed Analytical Insights is a certified Women Owned Small Business (WOSB) in January 2018. WBENC was founded in 1997, and is the largest third-party certifier of businesses owned, controlled, and operated by women in the United States (http://www.wbenc.org/). The WBENC certification standard is the most relied upon certification of women-owned businesses.

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analyze…
summarize…
take action!

Analytical Insights



What types of services are available?

Analytical Insights offers a wide range of services:

Analysis

- Analyze quantitative or qualitative data to identify patterns, perform significance testing and predictive modeling, and calculate odds ratios and sensitivity/specificity
- Provide market research insights that can influence behavior change based on monitoring brand health and ad campaign effectiveness
- Create focus group guides, moderate focus groups, and code and analyze qualitative data
- Generate research questions/ hypotheses for studies, and test those hypotheses through analysis

Writing

- Conduct subject/patient interviews to write up special-interest stories
- Write actionable reports, manuscripts, grant applications, and other types of program updates or reports

Other Services

- Create interactive, engaging e-learning modules that can incorporate educational content
- Prepare engaging reports and presentations that can educate, inform, and motivate the target audience
- Design and administer surveys, and analyze results
- Teach a *data boot camp* in-person or by webinar, where data analysis can be simplified and become less intimidating to manage for those who need to prepare data summaries

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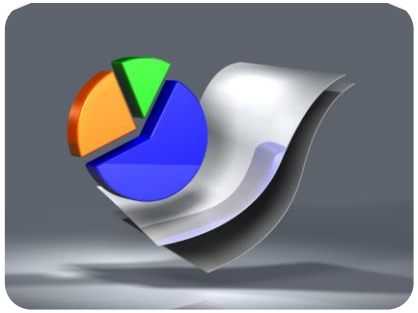
"Data does not have to be intimidating, and reports don't have to just sit on a shelf in a binder."

Collaborative Results

Analytical Insights will work to ensure that you are receiving a product that meets your needs. Whether you're looking for a presentation to deliver to your board or stakeholders, a report to provide to your team, or a collection of stories that summarizes the efforts of a project, Analytical Insights can deliver.



Data reporting will include graphs and figures that are geared toward the target audience.

What makes Analytical Insights special?

Analytical Insights was started on the basis that business leaders are continuously looking for useful ways to manage an overwhelming amount of data, more than drowning in tables and graphs. Analytical Insights takes an artisan approach to data reporting, whether the source is large and complicated, or small and simple. Consider Analytical Insights your *boutique* for effectively analyzing and summarizing your data.

Founder and President, Colleen Vrbin, has over 25 years of experience spanning several disciplines, including academia, health care, and the private and nonprofit sector. Ms. Vrbin is skilled in making sense out of chaotic data, and using results to lend direction to improving outcomes. Her body of work includes a published book, more than 20 peer-reviewed journal manuscripts, over 30 poster presentations, and many other writings such as targeted reports, informal case studies, and newsletters.