



## In the era of big data, 2M will help you hear the voices of patients that often go unheard

2M is a certified provider of Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) surveys. We are known for our ability to survey hard-to-reach and underserved populations at a price that makes sense for all of our clients, including Federally Qualified Health Centers, rural hospitals, and community-focused healthcare centers.

### WHO WE ARE

2M Research (“2M”) is an HCAHPS-certified research and evaluation firm focused on understanding the patient experience and improving quality in healthcare. From our beginnings in 2011, 2M has been committed to collecting and analyzing data and pursuing research to empower our clients to make better decisions. As a minority-owned small business located in the Dallas Fort Worth area, we take pride in our ability to analyze data from all patients, including those from hard-to-reach and underserved populations. As one of our clients noted, “2M achieved the highest response rate for a data collection in our history.... The quality of final deliverables was exceptional in their organization, structure, writing, [and] data visualizations.”

### WHAT WE DO

2M staff process mail surveys (in English or other languages) securely in-house and enter survey responses into an HCAHPS-compliant database ready for quarterly uploads in a HITRUST-aligned, secure environment. We provide a toll-free number on mailed surveys so that respondents can call to ask questions or to complete the survey. Our highly-trained team of compassionate, bilingual (English/Spanish) telephone interviewers with rich backgrounds in patient experience and customer satisfaction work in a centralized call center to increase survey response. Incoming mail is processed daily to ensure removal of respondents’ phone numbers from follow-up calls.

### WHAT IT MEANS FOR YOU

#### MAKE HCAHPS ADMINISTRATION SIMPLE



2M makes implementation of HCAHPS surveys a simple and straightforward process. We briefly review the HCAHPS protocol with you and come to a mutual understanding regarding data transfer, supplementary survey questions, delivery schedule, and desired outcomes for patient experience. With 2M, you can be assured compliance with all HCAHPS protocols.

#### MAKE HCAHPS COST EFFECTIVE



2M does not charge more for a mixed mode approach that utilizes both mail and phone to maximize response rates and hear the voice of all patients, including those are less responsive to mailed surveys alone. 2M will maximize the ability to collect data from your patient discharges without any additional cost.

#### MAKE HCAHPS DATA MAKE SENSE



2M’s team of patient experience consultants produce customizable reports and tailored dashboards based on your hospital’s patient population and data needs.

## THE 2M ADVANTAGE

As a minority-owned, small business located in the Dallas-Fort Worth metroplex, 2M takes pride in our ability to gather data from all patients, including those from hard-to-reach and underserved populations. We have extensive experience with telephone surveys, internet surveys, focus groups, cognitive testing interviews, and user interviews at an affordable price. Whether your goal is just getting HCAHPS off the ground or you have an experienced patient experience program, 2M is here to support you across all aspects of improving patient experience.

## WHO WE WORK WITH

Through 2M's work with federal health and human service agencies, including the Centers for Medicare and Medicaid Services (CMS), and the Administration for Strategic Preparedness and Response (ASPR), and existing partnerships with more than 500 physicians, 2M has supported hospitals and medical providers with a wide variety of needs, including surge planning, healthcare professional (HCP) resource development, and collection of patient-reported outcomes for the patients that many of these HCPs and hospitals are treating. Additionally, 2M has developed proprietary data that allows it to assess the patient populations of more than 1.2 million active practicing physicians (99.9% of all physicians in the U.S.), each physician's specialty practice area, their patient populations and the disease areas being treated, the patient demographic mix of each physician, and the communities those patients are coming from.

2M is currently in its 7th consecutive year of conducting the Appellant Climate Survey for the Office of Hearings and Medicare Appeals by web, telephone, and mail. 2M was awarded the contract for a second time in 2022, extending annual surveys to 2026. The survey obtains feedback from patients, providers, and suppliers to ensure that appeals of claims for Medicare services are provided in a "just, timely, accurate, and professional" manner. From the survey data, 2M provides annual executive briefings and works with program staff to provide further insights into the data to guide process improvement efforts. 2M tracks performance scores over time to relay improvements to staff on key performance indicators.

## MEET OUR LEADERSHIP TEAM



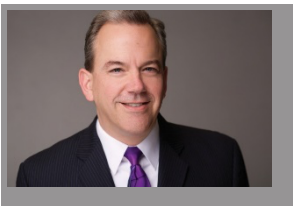
**Marcus Martin, PhD, MPH, MA** • *Founder and CEO* • [mmartin@2mresearch.com](mailto:mmartin@2mresearch.com)

Dr. Marcus Martin is the Founder and CEO of 2M Research. He has more than 23 years of applied research, programmatic, and academic experience and is a former faculty member of the University of Oklahoma. Dr. Martin received his PhD from Howard University with concentrations in Sociology and Applied Statistics and his MPH from the University of North Texas Health Science Center School of Public Health with concentrations in Population Health and Epidemiology.



**Eddilisa Martin, PharmD** • *Chief Scientific Officer* • [emartin@2mresearch.com](mailto:emartin@2mresearch.com)

Dr. Eddilisa Martin has more than 23 years of clinical and health outcomes research and executive leadership experience with expertise in clinical research, Pharmacoeconomics, and comparative effectiveness research. Prior to her leadership role with 2M, Dr. Martin served as a national clinical executive with Abbott Labs for 19 years. She received her Doctor of Pharmacy from the University of Oklahoma Health Science Center and her Bachelor of Pharmacy from the University of Arkansas Medical Sciences Center. She is licensed to practice pharmacy in the States of Texas and Arkansas.



**Paul Ruggiere, PhD** • *Director of Survey Research* • [pruggiere@2mresearch.com](mailto:pruggiere@2mresearch.com)

Dr. Paul Ruggiere manages all of 2M's data collection efforts, including HCAHPS and other patient experience surveys. He has more than 25 years of survey research experience to include designing and administering telephone, web-based, mail, and in-person surveys. Prior to joining 2M, Dr. Ruggiere served as the Director of the University of North Texas Survey Research Center and Principal Investigator on a number of policy, epidemiologic, and health surveillance surveys for universities, state agencies, and local agencies.