

**CASE STUDY:
Opinion Study Strengthens
National Reputation of
Healthcare Focused Law
Firm**



Client: Waller Lansden, a nationally recognized law firm specializing in healthcare

Issue: To determine how hospitals view the outsourcing of clinical functions

Methodology: Online and mail surveys to hospital CEOs, COOs, and CFOs conducted in partnership with HealthLeaders Media

Research ROI: The research determined that most hospitals are outsourcing at least some patient services. The larger the hospital, the more likely they are to outsource. The most popular services to be outsourced were dialysis, sleep disorders and diagnostic imaging.

The firm received favorable national publicity from a special supplement that appeared in HealthLeader's magazine. This resulted in increased traffic to Waller Lansden's website and new inquiries for legal services.

