

Registrant & Member Engagement

A background image showing a group of people in a meeting. In the foreground, a woman's hands are clasped together. In the background, another woman is gesturing with her hands while speaking. The image is overlaid with a blue tint and a faint geometric pattern.

Through member or registrant engagement research, Pivotal Research enables health professional associations and regulatory bodies to build business strategies and policy solutions based on valuable registrant insights. We integrate member feedback to shape strategic plans, practice standards, bylaws, and program initiatives.

Whether through pulse surveys following a service experience, or ongoing engagement to improve practitioners' standards of practice, we have the expertise to unlock engagement success.

Our high-impact intelligence to health care providers and regulators helps you shape the course of healthcare in Canada and drive innovation and service delivery excellence.

A Canadian research company based in Edmonton, Pivotal Research has delivered unique multimode qualitative and quantitative research, engagement, consulting, and evaluation solutions to over 40 colleges and associations across the country. Since 1999, we have conducted millions of surveys and hundreds of interviews with registrants/members, patients/public, and councils/boards and committees.

Assessing and Guiding Change Initiatives

Engaging members in reform initiatives builds consensus, garners buy-in and enables the association to make changes with confidence. Through survey or in-depth qualitative research with members and other stakeholders, associations are equipped with the actionable evidence to improve standards of practice, optimize regulatory compliance, shape industry policies, and update service offerings.

Leveraging Insights for Quality Improvements

We provide a range of tailored evaluation services to our healthcare associations to optimize their quality improvement initiatives and patient-centred care. Our evaluations embed human-centred design thinking principles and engage patients, health care professionals, and clients to develop clinical solutions. We help you report on outcomes to your stakeholders and the public, while enabling course correction measures along the way.

Evaluating and Reforming Standards, Codes and Competencies

Continuous improvement and responding to changes in the public need requires an understanding of what's working and what isn't. Through registrant engagement and comprehensive methodologies that are human-centred and inclusive, Pivotal Research helps health regulators evaluate both the effectiveness of and compliance with standards, codes, and competencies. We help Colleges build smart key performance metrics and provide guidance and systematic recommendations that increase validity and uptake.



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