




# Syndicated Client Opportunity: Transform the Landscape of Maternal Health in America

*Three in 5 U.S. women who have been pregnant say aspects of their pregnancy/birth experience(s) could have been improved, such as better education, advocacy, and support. That's one of many reasons why we aim to make a difference.*

The Harris Poll, a global consulting firm, has dedicated several years studying the [State of Maternal Health in America](#) highlighting areas of focus for women and families across the country when it comes to pre- and post-natal experiences. Traditionally, this study has been conducted among a nationally representative sample of 2,000 U.S. adults using our quick-turn custom research platform, [Harris On Demand](#). To create a more significant impact, we would now like to focus our efforts on pregnant women, OBGYNs, and midwives to explore topics like birthing positions, interventions, postpartum care, mental health, breastfeeding, and more. To do so, we are inviting like-minded organizations to join us in these efforts to contribute additional insights to this important conversation surrounding maternal health in the United States.

We are offering three tiers of partnerships. The table below outlines the benefits and associated financial investment of each tier. If you are interested in this endeavor, please contact us at [maternalhealth@harrispoll.com](mailto:maternalhealth@harrispoll.com).

Tier	Partnership Benefits	Investment
 <b>Bronze</b>	<ul style="list-style-type: none"> <li>• Involvement in at least 1 working session for questionnaire design</li> <li>• Early access to final report</li> <li>• Access to data file (SPSS or excel) and standard data tables, including trends when available, plus 1 custom banner</li> <li>• Subscriber-only presentation of data</li> <li>• Inclusion in public presentation of the results (whether in person or virtual)</li> </ul>	\$7,500
 <b>Silver</b>	<p>All Bronze level benefits, plus:</p> <ul style="list-style-type: none"> <li>• Custom report based on organization's needs/interests</li> <li>• Ability to issue custom press release</li> <li>• Organization-specific meeting or debriefing of results</li> </ul>	\$12,000
 <b>Gold</b>	<p>All Silver level benefits, plus:</p> <ul style="list-style-type: none"> <li>• Involvement in all working sessions for questionnaire design</li> <li>• Up to 5 custom survey questions, proprietary to the organization</li> <li>• 2 custom banners</li> <li>• Ability to have a member of the organization join as a panel member for public presentation</li> </ul>	\$25,000

In addition to the benefits of each tier, partners can also choose to include singular add-ons.

Add On	Description	Investment
<b>1 Proprietary Question</b>	Partners can add a custom question to the survey, proprietary to the organization	\$1,000+ depending on question complexity
<b>Client Sample List</b>	Partners can use organization-owned contacts to recruit additional respondents (e.g., employees, members, customers, etc.) for survey participation. The Harris Poll would support the client in their outreach.	\$3,000
<b>Oversamples</b>	Additional sample of a specific demographic or subpopulation of interest can be collected to ensure that there is a robust sample size for analysis purposes.	TBD based on audience and oversample size
<b>Custom Audience</b>	Additional audiences can be added if partners are interested in an audience outside of the core samples of pregnant women, OBGYNs, and midwives.	TBD based on audience and expected sample size

If you are interested, The Harris Poll offers additional research solutions including social intelligence, qualitative interviews, and more.