

The Myers Group Announces CASRO Membership

ATLANTA, GA – April 2010 – The Myers Group, a nationally recognized health care survey research firm, is pleased to announce its acceptance for membership by the Council for American Survey Research Organizations (CASRO).

The Myers Group joins over 300 market research organizations in the United States and abroad that adhere to the CASRO Code of Standards and Ethics for survey research.

“Because of our continual focus on quality improvement,” states Debbie Vereb, Chief Operating Officer for The Myers Group, “acceptance for membership by CASRO is a significant honor and represents our ongoing commitment to excellence and integrity.”

CASRO’s Code of Standards and Ethics is a rigorous, internationally-cited set of standards recognized as the benchmark for the research industry.

The Myers Group is an NCQA-certified CAHPS and Medicare HOS vendor, specializing in survey research for the health care community. The organization champions the high standards of quality and value promoted by CASRO, including the endorsement of legitimate survey research and protection of the public’s rights and privacy. The Myers Group looks forward to participating as an active member of CASRO and upholding the code of conduct set forth by this prestigious organization.

To learn more about CASRO, visit their website at www.casro.org.

About The Myers Group

The Myers Group is has been a leader in health care survey research and survey design since 1993, employing traditional methodologies as well as innovative technologies in data collection, analysis, and reporting. With extensive experience in survey administration, survey methodologies, and comprehensive analysis of survey data, The Myers Group conducts valid and reliable survey research for managed care organizations (MCOs), government agencies, health care organizations, public agencies, and State QIOs. For additional information about The Myers Group, please contact Clarissa Payne at 770-978-3173 x 1360. www.themyersgroup.net