

George Dippel, Senior VP Client Services, Deft Research

George Dippel is a graduate of Auburn University and spent the first 12 years of his career with Procter & Gamble at P & G's renowned *Healthcare Consumer Institute*. While there George studied the healthcare consumer across all aspects of care delivery and used those insights to provide high-level consultation to both P & G's billion-dollar healthcare brand teams as well as the company's many partner health insurance plans.

George brought his healthcare consumer market research expertise to Deft Research in early 2010, and since then has assisted Deft Research with client facing work, survey design, data interpretation, and client consultation. His range of healthcare consumer research expertise spans Medicare Advantage, MedSupp, Small Group, ACA/ off-exchange, Uninsured, PBM and Part D. Over the past thirteen years, George has been part of hundreds of health insurance consumer quantitative research projects.