

Market Insights Brand Dashboard KPI Overview

Hit Ctrl and left click on any KPI to go to a more complete review of the metric

Awareness

The percent of respondents in a market who have selected your brand for any semi-aided question within the survey.

Recall

The percent of respondents in a market who have recalled your brand more recently than others through traditional advertising, web site interaction, or social media interaction.

Image

The percent of respondents who have selected your brand as first choice for any of the quality/image metrics (e.g. Best Doctors, Best Nurses, etc.).

Preference

The percent of respondents who have selected your brand as first choice for any of the service line preference metrics (e.g. Neurology, Cancer Care Treatment, etc.).

Loyalty

The percent of respondents who have stated they will either definitely or probably recommend your service line to family or friends.

Brand Score

A score out of 100 that ranks your brand's image and reputation against all health care brands in the United States.

Awareness

The percent of respondents in a market who have selected your brand for any semi-aided question within the survey.

A mention on at least one of any of the following questions would count towards the overall awareness score.

- Top of Mind Awareness
- Best Doctors
- Best Nurses
- Best Image/Reputation
- Most Personalized Care
- Best Overall Quality
- Most Preferred for All Health Needs
- Best Community Health Programs
- Care For Those Unable To Pay
- Latest Technology and Equipment
- Widest Range of Services
- Best Accommodations/Amenities
- Hospital Most Conveniently Located
- Hospital Web Site Used Most Often
- Hospital Inpatient Stay Preference
- Hospital Emergency Room Preference
- Outpatient/Same-Day Surgery Preference
- Outpatient Testing/X-Rays Preference
- Cancer Treatment Preference
- Heart Care Preference
- Hospital Advertising Recall
- Maternity/OB Preference
- Mental Health Services Preference
- Neurology Preference
- Orthopedic Treatment/Surgery Preference
- Pediatric Services Preference
- Senior Services Preference
- Women's/GYN Preference
- Imaging Services (MRI/CT-PET Scan)
- Bariatric (Weight Loss) Surgery Preference
- Highest Patient Safety
- Hospital Website Most Visited
- Mentioned/discussed/interacted with hospital

For this metric a respondent is only counted once. Therefore mentions on multiple questions from a single respondent will not increase the score, beyond what a single mention from that respondent does.

Recall

The percent of respondents in a market who have recalled your brand more recently than others through traditional advertising, web site interaction, or social media interaction.

A mention on at least one of any of the following questions would count towards the overall recall score.

- Hospital Website Most Visited
- Mentioned/discussed/interacted with hospital
- Hospital Advertising Recall

For this metric a respondent is only counted once. Therefore mentions on multiple questions from a single respondent will not increase the score, beyond what a single mention from that respondent does.

Image

The percent of respondents who have selected your brand as first choice for any of the quality/image metrics (e.g. Best Doctors, Best Nurses, etc.).

A mention on at least one of any of the following questions would count towards the overall image score.

- Latest Technology and Equipment
- Best Doctors
- Best Nurses
- Best Image/Reputation
- Widest Range of Services
- Hospital Web Site Used Most Often
- Best Community Health Programs
- Best Overall Quality
- Most Preferred for All Health Needs
- Most Personalized Care
- Best Accommodations/Amenities
- Hospital Most Conveniently Located
- Care For Those Unable To Pay
- Highest patient safety

For this metric a respondent is only counted once. Therefore mentions on multiple questions from a single respondent will not increase the score, beyond what a single mention from that respondent does.

Preference

The percent of respondents who have selected your brand as first choice for any of the service line preference metrics (e.g. Neurology, Senior Services, etc.).

A mention on at least one of any of the following questions would count towards the overall preference score

- Hospital Inpatient Stay Preference
- Hospital Emergency Room Preference
- Outpatient/Same-Day Surgery Preference
- Bariatric (Weight Loss) Surgery
- Cancer Treatment
- Heart Care
- Imaging Services (MRI/CT-PET Scan)
- Maternity/OB
- Mental Health Services
- Neurology
- Orthopedic Treatment/Surgery
- Pediatric Services
- Senior Services
- Women's/GYN
- Outpatient Testing/X-Rays Preference

For this metric a respondent is only counted once. Therefore mentions on multiple questions from a single respondent will not increase the score, beyond what a single mention from that respondent does.

Loyalty

The percent of respondents who have stated they will either definitely or probably recommend your service line to family or friends.

A “Definitely Yes” or “Probably Yes” response on any of the following questions would count towards the overall loyalty score.

- Hospital Inpatient Stay Last Used / Would recommend facility to family or friends (IP)
- Hospital Emergency Room Last Used / Would recommend facility to family or friends (ER)
- Outpatient/Same-Day Surgery Last Used / Would recommend facility to family or friends (OP-S)
- Outpatient Testing/X-Rays Last Used / Would recommend facility to family or friends (OP-T)

For this metric a respondent is only counted once. Therefore mentions on multiple questions from a single respondent will not increase the score, beyond what a single mention from that respondent does.

Brand Score

A score out of 100 that ranks your brand's image and reputation against all health care brands in the United States.

For this calculation the following rules apply:

- For the brand that is selected top of mind by respondent the following question is posed
- “How would you rate the overall image/reputation of <Top of Mind Hospital>
 - Excellent
 - Very Good
 - Good
 - Fair
 - Poor
- Mean value of response options above are converted to a score out of 100