

## Market Insights Brand Dashboard KPI Overview

### 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 total image your brand garners in a given market. This metric uses our quality/image metrics (e.g. Best Doctors, Best Nurses, etc.).

### Preference

The percent of total preference your brand garners in a given market. This metric uses our service line preference metrics (e.g. Inpatient Stay, Primary Care, etc.).

### Loyalty

Net Promoter Score.

### 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 total percent of image that your brand earned across all of our image metrics.

For example if we had 10 respondents in a market, we would have 140 total responses (10 respondents \* 14 image attributes). The image score is the percent of responses your brand has out of the 140 total responses.

1. Latest Technology and Equipment
2. Best Doctors
3. Best Nurses
4. Best Image/Reputation
5. Widest Range of Services
6. Hospital Web Site Used Most Often
7. Best Community Health Programs
8. Best Overall Quality
9. Most Preferred for All Health Needs
10. Most Personalized Care
11. Best Accommodations/Amenities
12. Hospital Most Conveniently Located
13. Care For Those Unable To Pay
14. Highest patient safety

# Preference

The total percent of preference that your brand earned across all of our service line preference metrics.

For example if we had 10 respondents in a market, we would have 160 total responses (10 respondents \* 16 service lines). The Preference score is the percent of responses your brand has out of the 160 total responses.

1. Hospital Inpatient Stay Preference
2. Hospital Emergency Room Preference
3. Outpatient/Same-Day Surgery Preference
4. Bariatric (Weight Loss) Surgery
5. Cancer Treatment
6. Heart Care
7. Imaging Services (MRI/CT-PET Scan)
8. Maternity/OB
9. Mental Health Services
10. Neurology
11. Orthopedic Treatment/Surgery
12. Pediatric Services
13. Senior Services
14. Primary Care
15. Women's/GYN
16. Outpatient Testing/X-Rays Preference

# Loyalty

The Net Promoter Score for your brand. Net Promoter is the percent of detractors subtracted from the percent of promoters, as determined by an 11 point would recommend question. This question is dependent upon your brand being selected as the top of mind hospital.



$$\text{NPS} = \% \text{ Promoters} - \% \text{ Detractors}$$

# 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