

Personalized Questions

HOW TO GUIDE



Human understanding

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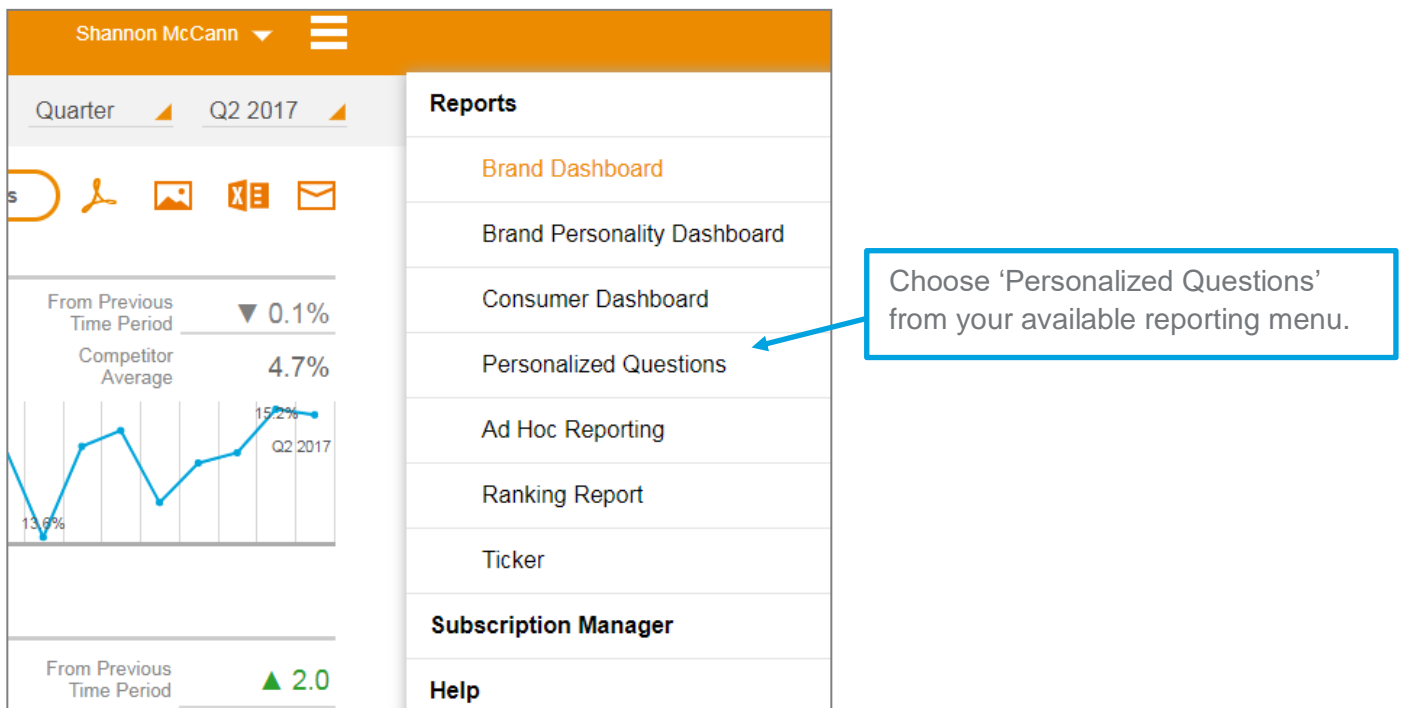
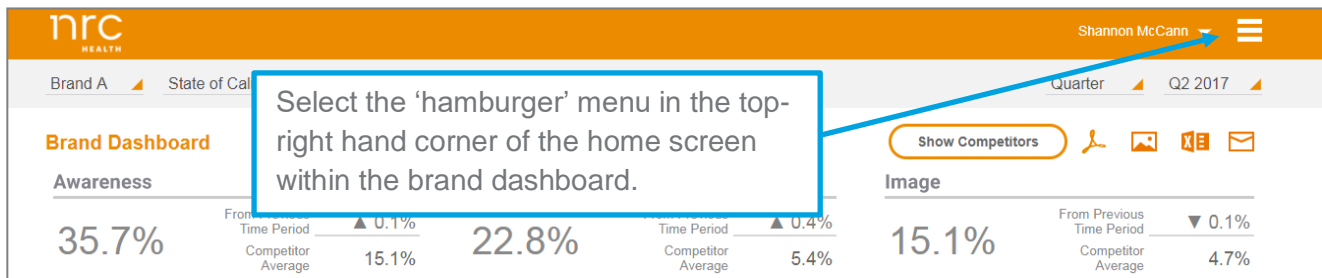
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Personalized Questions

Personalized Questions are meant as a supplement or deeper dive into the any internal initiatives or interests your team may have in the market through the use of custom questions.

How to access personalized questions

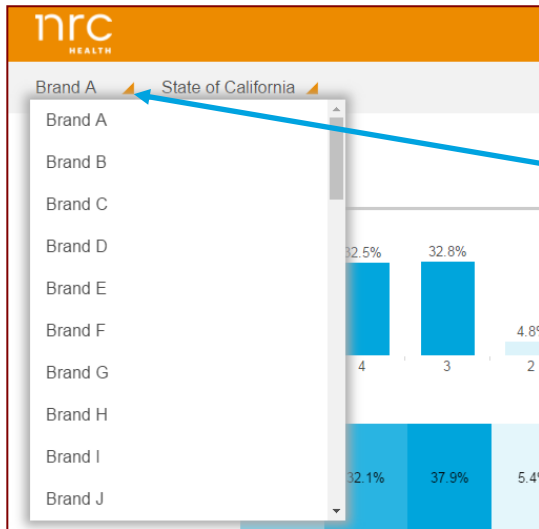


How to navigate personalized questions

Selecting your Brand

Your organization has the opportunity to determine how you want to represent your **brand**. You may want to show your entire health system (aggregate level), individual facilities, and/or additional

groupings. When viewing the brand personality dashboard, you can toggle between these different brands.

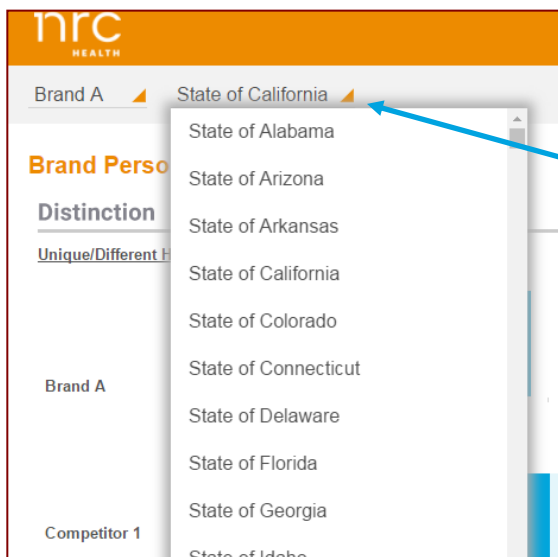


Choose an available **Brand** to see a summary of what is happening for this area of your organization.

Additional brands can be added upon request.

Selecting your Market

Upon selecting your brand, your organization has the opportunity to determine the market in which you want to see your brand represented. The amount of markets you may have listed are unlimited, but they are based upon state, county codes and/or zip codes.

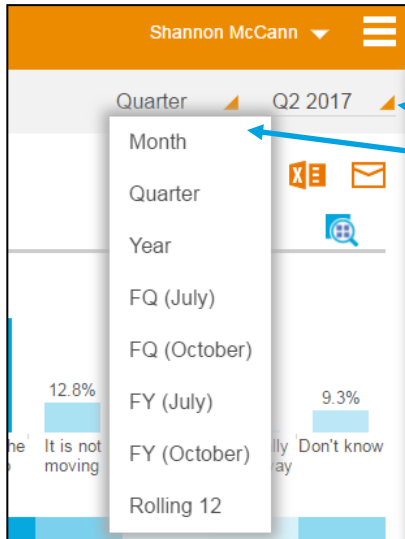


Choose an available **Market** to choose the market you wish to see your brand represented.

Additional markets can be added upon request.

Selecting your Time Period

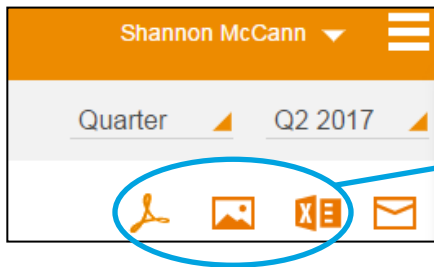
Your organization has the opportunity to determine the time period reflecting within your dashboard. This allows you to choose the amount of time represented in each data point (month, quarter, year, etc.) as well as the last time period that should be shown.



Choose a **Time Period** to determine how much data should reflect in each data point, as well as the last date that should be included in the reporting period.

Exporting your Data

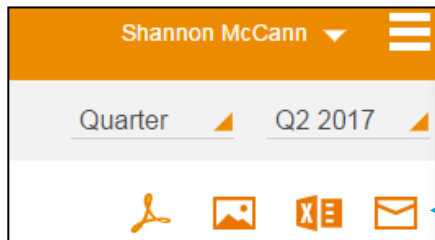
All dashboard information may be exported into a number of different formats, including: PDF, Image and CSV.



Select **'Export to PDF'**, **'Export to Image'** or **'Export to CSV'** to export dashboard data into the format of your choice.

Subscribing to the Dashboard

Each user has the opportunity to set up dashboard **subscriptions** – which allow the dashboard to be emailed directly to selected users per your preferred frequency.



Select '**Subscribe**' to set up subscriptions for yourself and your team. Choose who the report should be sent to, how frequently, and what format is most appropriate.

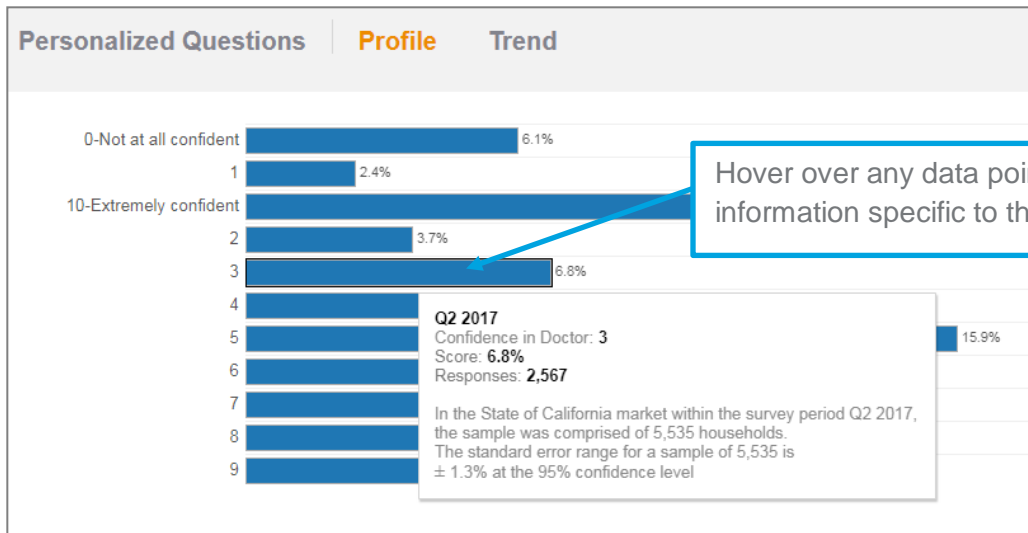
A screenshot of the 'Subscription' dialog box. The title bar says 'Subscription' with a close button (X). The form contains the following fields:

- Report Name: A text input field.
- Send Report To: A dropdown menu showing 'smccann@nrchealth.com' with a close button (X) and a label 'User E-mail' below it.
- Delivery Period: A dropdown menu showing 'Set Period'.
- Output Format: A dropdown menu showing 'PDF'.

At the bottom of the dialog, there are two buttons: 'Subscribe' and 'Cancel'.

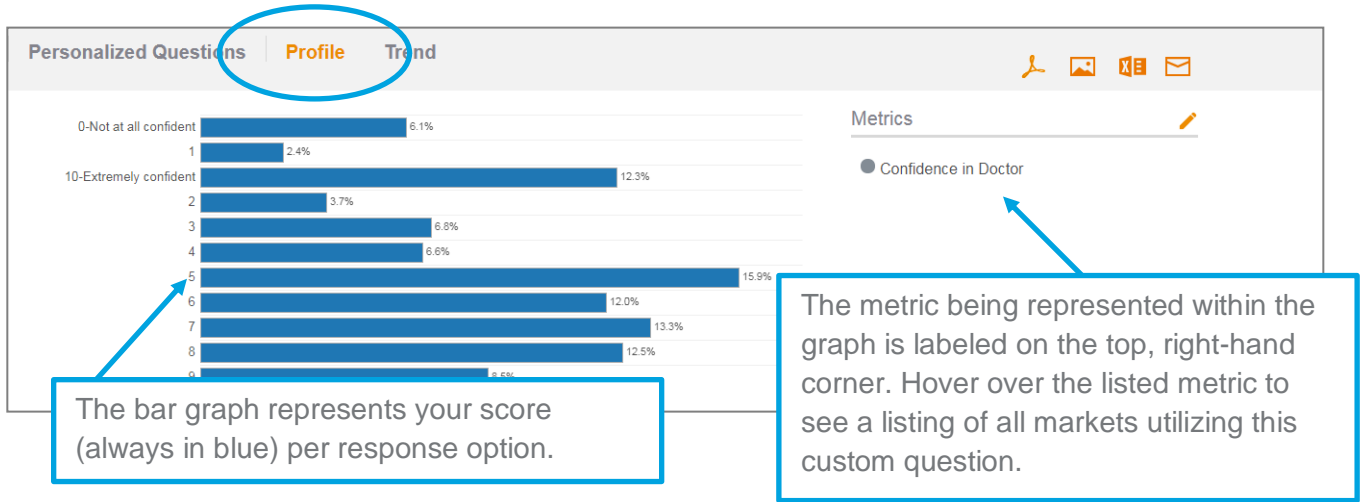
Reviewing Data Points

Each question is represented in a separate graph. Within the bar graphs, you may view each given time period's data by hovering over each section. Each data point allows you to see your brand's score, the total market responses and standard error ranges.



Understanding the Profile View

The profile view allows you to see one or more default metrics making up the ‘Distinction’/‘Value’ section. The default view does not include information from your competitor set, but this may be added at your discretion.




Updating the Profile View

The profile view can be customized/alterred as needed from the default view. To make any changes, click on the pencil icon on the top, right-hand corner of the ‘**Metrics**’ section.

Metrics

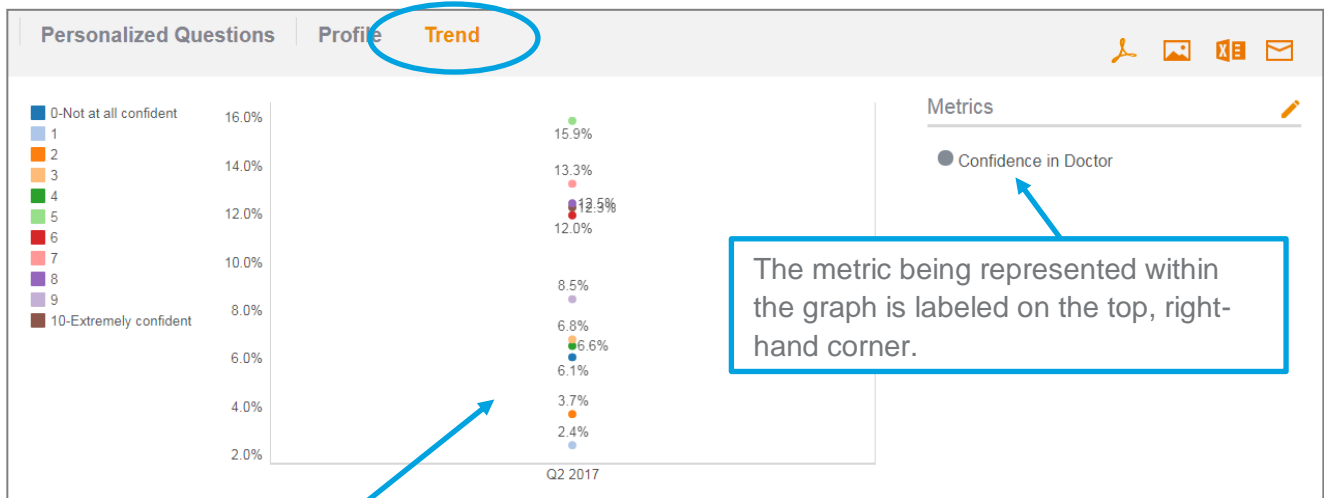
● Confidence in Doctor



Click on the pencil icon to toggle between different metrics.

Understanding the Trend View

The trend view allows you to see trending (over your selected timeframe) for one personalized question.



The metric being represented within the graph is labeled on the top, right-hand corner.


The graph represents your scores, per response option, over time. Please note that if you have not asked the question for multiple months/quarters, trending may not be available.

Updating the Trend View

The trend view can be customized/alterd as needed from the default view. To make any changes, click on the pencil icon on the top, right-hand corner of the 'Metrics' and/or 'Competitor Set' sections.

Metrics

● Confidence in Doctor



Click on the pencil icon to toggle between different metrics.