

Ticker Report

The Ticker Report quickly summarizes the five metrics that have improved the most *and* the least since the last time period. The Ticker Report can be viewed for an individual brand, across brands and competitors, and for 'no preference' data only. Use the Ticker Report to understand how your brand, competitors, and 'no preference' is trending.

HOW TO NAVIGATE THE DASHBOARD

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 dashboard, you can toggle between these different brands.

BRAND
Brand A

MARKET
State of California

Search

Brand A
Brand B
Brand C
Brand D
Brand E
Brand F
Brand G
Brand H

Trend

Responses within the survey period Quarter Q3 2018:
error range: ± 1.3%
How likely would you be to recommend ~Top of Mir

Promoters ● Neutrals ● Detractors

Brand A 22.0

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.

The screenshot shows a dashboard interface. On the left, there are sections for 'BRAND' (Brand A), 'REPORT' (NPS), 'REPORT SETTINGS', 'COMPETITORS' (All), 'METRICS' (All), and 'TOP OF MIND MENTION' (First Top-of-Mind Mention). A 'Brand Dashboard' icon is at the bottom left. The main area shows a 'MARKET' dropdown menu with 'State of California' selected. A search bar is visible above the list of states. A callout box with a blue border and arrow points to the 'State of California' option in the dropdown. The callout text reads: 'Choose an available **Market** to choose the market you wish to see your brand represented.'

Competitor	Value
Competitor 1	11.2
Competitor 2	17.7

Additional markets can be added upon request.

Selecting your Time Period

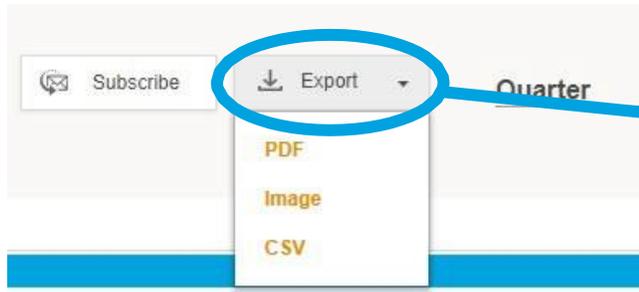
Your organization has the opportunity to determine the time period reflecting within your dashboard. This allows you to choose the amount of time represented in each data point (month, quarter, year, etc.) as well as the last time period that should be shown.

The screenshot shows a dashboard interface. At the top, there are 'Subscribe' and 'Export' buttons. Below them, a 'Quarter' dropdown menu is open, showing options: Month, Quarter, Biannual, Year, FQ (July), FQ (Septemb...), FQ (October), and FY (July). A callout box with a blue border and arrow points to the 'Quarter' option. The callout text reads: '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.'

Time Period	Value
Q3 2018	25.7
Q2 2018	28.0

Exporting your Data

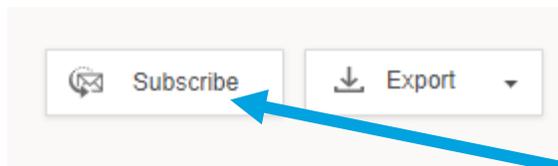
All dashboard information may be exported into a number of different formats, including: PDF, Image and CSV.



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.

A screenshot of a dialog box titled 'Subscribe for Report'. It contains the following fields and options:

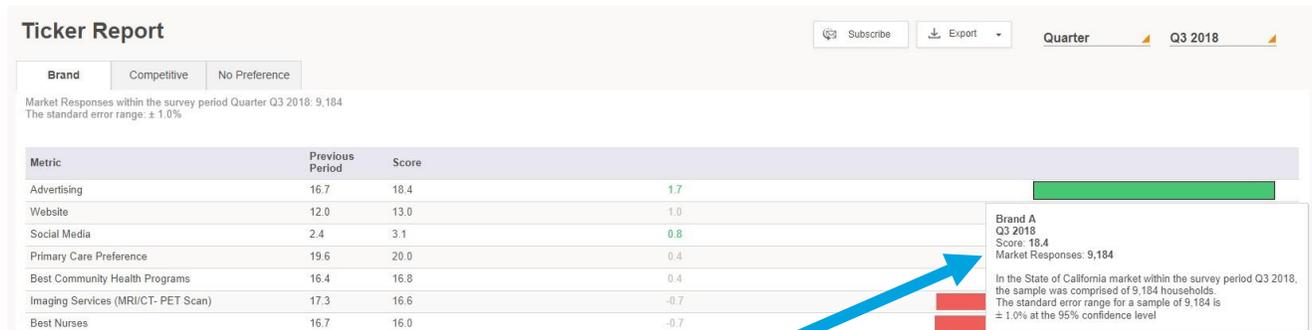
- REPORT NAME: An empty text input field.
- SEND REPORT TO: A text input field containing the email address 'smccann@nrchealth.com' with a close icon (X) to its right. Below it is a link that says 'Add emails...'.
- FREQUENCY: A dropdown menu with the text 'Set Frequency...' and a small arrow icon to its right.
- OUTPUT FORMAT: A radio button next to the text 'PDF', which is selected.
- At the bottom, there are two buttons: 'Add Subscription' (orange) and 'Cancel' (white).

A blue arrow points from the 'Export' button in the previous image to the 'REPORT NAME' field in this dialog box.

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.

Reviewing Data Points

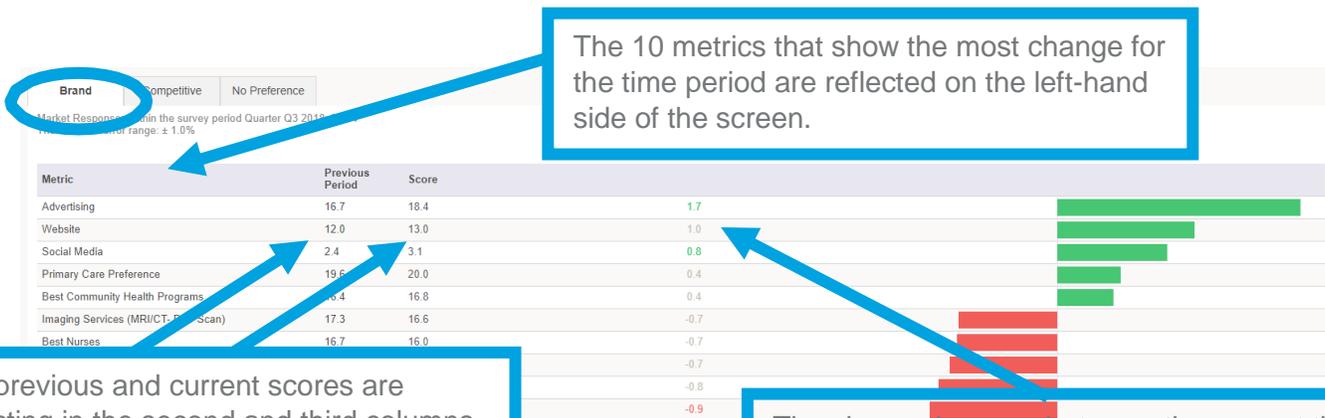
Each metric is represented as a separate line of the bar graph. You may view each metric's data by hovering over the representative line. Each allows you to see the brand, timeframe, metric score, total market responses and standard error ranges.



Hover over any line to be provided with information specific to that metric for the represented time period.

Understanding the Brand View

Each row of the bar graph provides information regarding score and change from previous time period for your brand. While each row represents a different metric, all can be interpreted in the same way.



The 10 metrics that show the most change for the time period are reflected on the left-hand side of the screen.

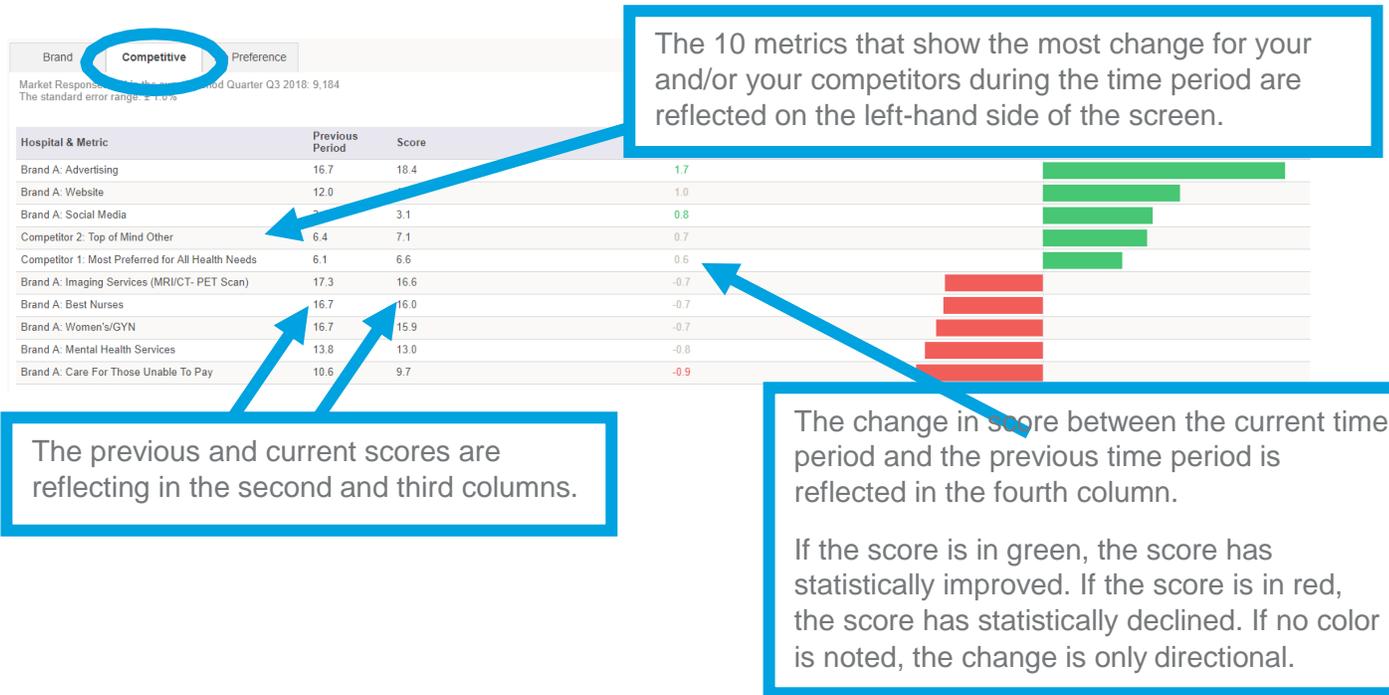
The previous and current scores are reflecting in the second and third columns.

The change in score between the current time period and the previous time period is reflected in the fourth column.

If the score is in green, the score has statistically improved. If the score is in red, the score has statistically declined. If no color is noted, the change is only directional.

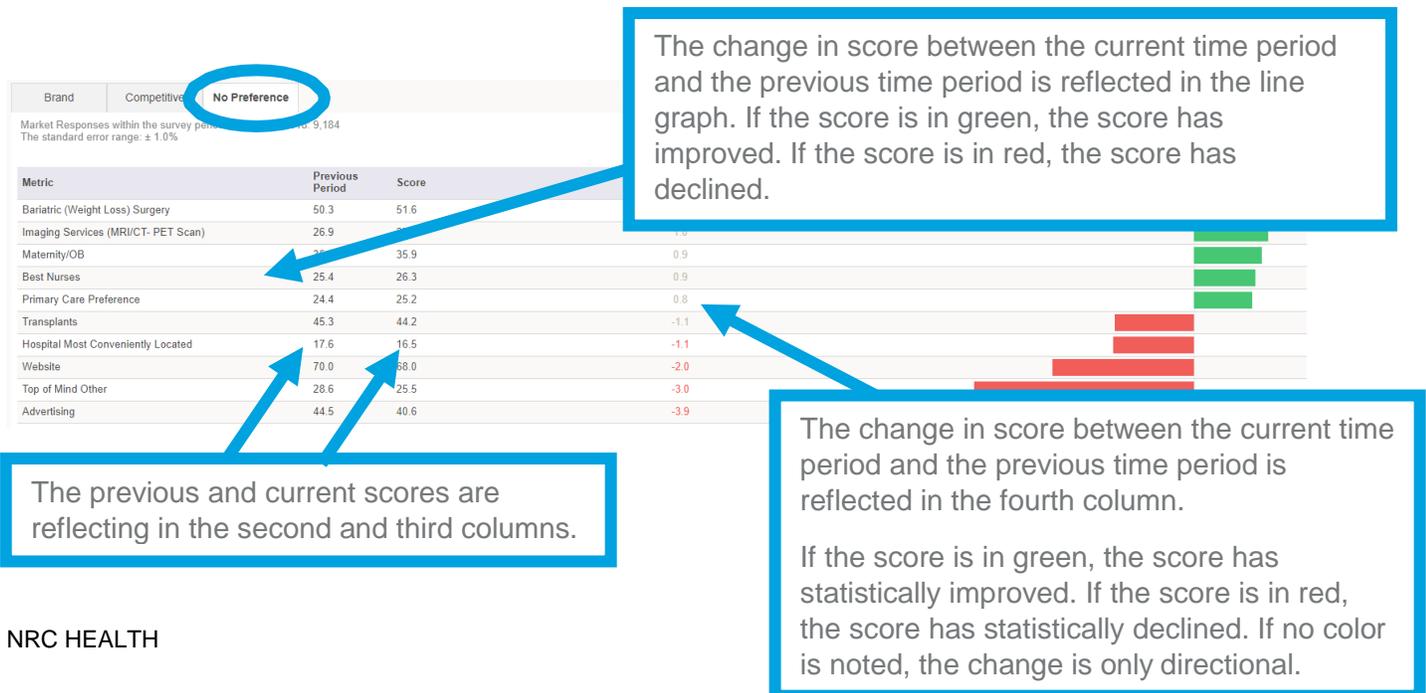
Understanding the Competitive View

The competitive view allows clients to view moving metrics amongst themselves and their competitors. Your brand may or may not be included in this view. Once again, this will give you a competitive look at your data.



Understanding the No Preference View

The 'No Preference' view is a distinct way to illuminate areas of opportunity and threat. When 'no preference' is increasing, it means that the market is becoming unsure. As 'no preference' decreases, respondents are becoming more certain of their preference; which can be good or bad for you depending on who is gaining the preference in the market.



Understanding Which Metrics May Be Included

The Ticker Report will show responses to all semi-aided survey responses. This includes the following questions:

- When you think of hospitals in your area, which one comes to mind first?
- Besides <Top of Mind Hospital>, when you think of additional hospitals/facilities in your area, which other one comes to mind next?
- Thinking of hospital advertising, which hospital's advertising comes to mind first?
 - While using social media, which hospital or health care provider do you mention, discuss, or interact with the most?
 - Which hospital or health care provider's website do you visit the most?
 - Thinking of hospital advertising, which hospital's advertising comes to mind first?
- What is your first choice hospital/facility for...?
 - Best accommodations/amenities
 - Best community health programs
 - Best doctors
 - Best image/reputation
 - Best nurses
 - Best overall quality
 - Highest patient safety
 - Hospital most conveniently located
 - Hospital website used most often
 - Latest technology and equipment
 - Most personalized care
 - Most preferred for all health needs
 - Providing care to those unable to pay
 - Widest range of services
- If you or a household member were in need of this service, to which hospital/facility would you prefer to go?
 - Bariatric (weight loss) surgery
 - Cancer treatment
 - Heart care
 - Hospital emergency room
 - Hospital inpatient stay
 - Imaging services (MRI, CT, PET scan)
 - Maternity/OB services
 - Mental health services
 - Neurology (stroke/brain or spine illness/injury):
 - Orthopedic treatment/surgery
 - Outpatient/same-day surgery
 - Outpatient testing/treatment
 - Pediatric services
 - Physical therapy
 - Primary care
 - Senior services

- Sports medicine
- Transplant services
- Women's/GYN