

Market Insights KPI Calculations



Human understanding

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KPI Overview

01 Awareness

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

02 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.

03 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.).

04 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.).

05 NPS

Net Promoter Score that is generated by taking your brand's promoters minus its detractors and converting to a score out of 100.

06 Loyalty Index

The NRC Health Loyalty Index is a score out of 100 generated from seven aspects of healthcare loyalty.

01

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

02

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 Advertising Recall
- Hospital Website Most Visited
- Mentioned/Discussed/Interacted with Hospital Via Social Media

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.

03

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 metrics). The image score is the percent of responses your brand has out of the 140 total responses.

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

04

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 190 total responses (10 respondents * 19 service lines). The preference score is the percent of responses your brand has out of the 190 total responses.

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

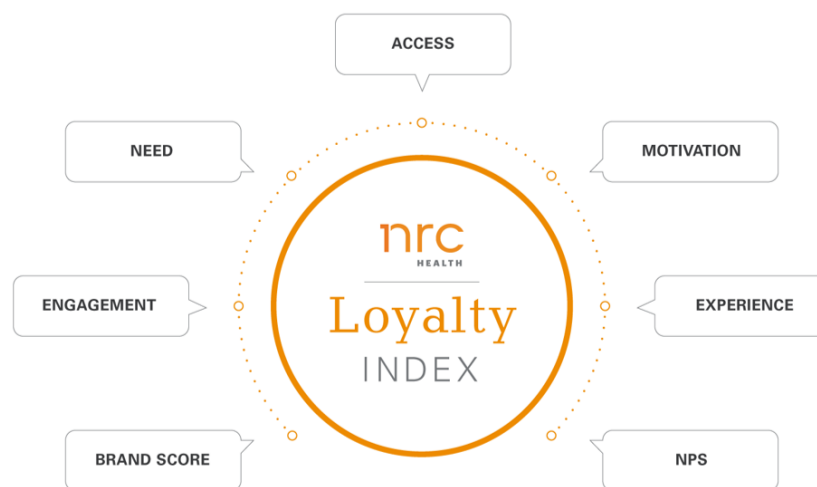
05
NPS

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.



06 Loyalty Index

The NRC Health Loyalty Index is a score out of 100 generated from seven aspects of healthcare loyalty. The follow up index questions are dependent upon your brand being selected as the top of mind hospital.



The 7 aspects of consumer loyalty

Brand Score: Once consumers are aware of you, what do they think of your image and reputation?
How would you rate the overall image/reputation of (Brand)?

Engagement: In what ways are consumers interacting with you?
In which ways have you interacted with (Brand)?

Need: Do you offer services that meet the needs of consumers?
(Brand) offers services that meet my health and wellness needs.

Access: Can consumers easily access your services?
(Brand) makes it easy for me to access their services.

Motivation: Are consumers motivated to use your brand over your competitors?
Which of the following best describes how strong you feel about using (Brand)?

Experience: How do patients rate the experiences they have had with you?
On a scale of 0 being the worst and 10 being the best, how would you rate the most recent experience you have had with (Brand)?

NPS: How likely would consumers be to recommend you to a friend or family member?
How likely would you be to recommend (Brand) to a friend or family member?