

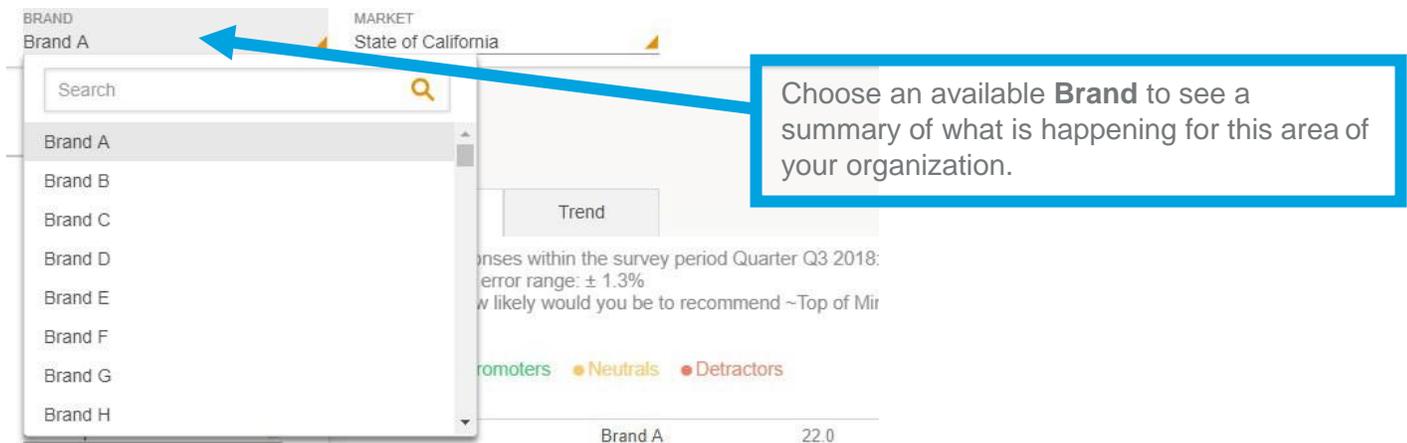
Ad Hoc Reporting

Ad Hoc Reporting is designed to allow users to dive deeper on the Awareness, Recall, Image, and Preference metrics from the Brand Dashboard. View data by age, gender, ethnicity/ race, presence of children, insurance, and income. Trend multiple metrics together to see patterns in upticks of preference. Understand the unique preferences of different demographic segments.

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.



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 for 'Brand A'. On the left, there are sections for 'REPORT NPS', 'REPORT SETTINGS', 'COMPETITORS All', 'METRICS All', and 'TOP OF MIND MENTION First Top-of-Mind Mention'. The main area displays a 'MARKET' dropdown menu with 'State of California' selected. Below the dropdown, a table shows competitor data:

Competitor	Value
Competitor 1	11.2
Competitor 2	17.7

A callout box with a blue border contains the text: "Choose an available **Market** to choose the market you wish to see your brand represented."

Additional markets can be added upon request.

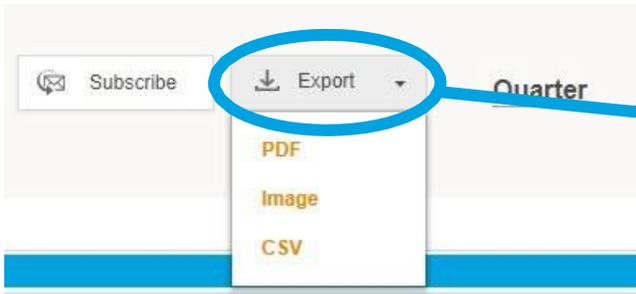
Selecting your Time Period

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.

The screenshot shows a dashboard interface with 'Subscribe' and 'Export' buttons. The main area displays a 'Quarter' dropdown menu with 'Q3 2018' selected. Below the dropdown, a bar chart shows data points for two categories: 25.7 and 28.0. A callout box with a blue border contains the text: "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

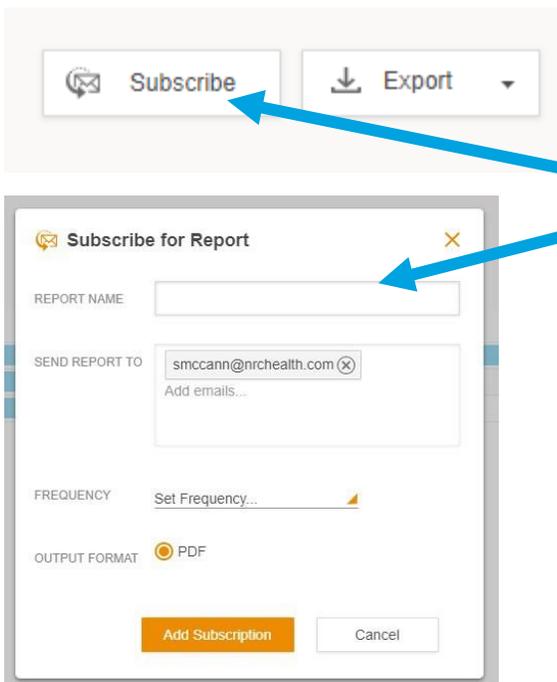
All dashboard information may be exported into a number of different formats, including: PDF, Image and CSV.



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.

Understanding the Profile View

Within the Ad Hoc Reporting, you can split the data for a specific time frame by age, gender, race, children, income and insurance for the time period you have selected.

The screenshot shows the 'Ad Hoc Reporting' interface. The 'REPORT SETTINGS' section has 'Split By' set to 'Total'. A callout box points to the 'Split By' dropdown menu, which contains options like Age, Children, Gender, Income, Insurance Provider, Insurance Type, and Race. Another callout box points to the bar chart showing scores for Brand A (16.6), Competitor 1 (6.3), and Competitor 2 (5.3).

Select from the drop down the demographic you would like to use to segment the data.

The colored bar graph represents your team and your competitor scores. This is showing the percentage of consumers mentioning you (or your competitor) as first choice.

After selecting an option within the 'Split By' section, the profile view updates to expand that view.

The screenshot shows the 'Ad Hoc Reporting' interface with 'Split By' set to 'Age'. The chart displays scores for Brand A, Competitor 1, and Competitor 2 across four age groups: 18 - 34, 35 - 44, 45 - 64, and 65+.

	18 - 34	35 - 44	45 - 64	65+
Brand A	15.6	16.0	15.5	19.5
Competitor 1	6.5	5.9	6.1	6.7
Competitor 2	5.2	4.5	4.9	7.0

Similar to the 'Split By' section, you may also select a multitude of additional filtering features, including: age, gender, ethnicity/race, presence of children, insurance, and income. Multiple filters may be selected at one time.

Showing/Hiding Competitor Data

Your organization has the opportunity to pre-select up to five competitors per entity per market. This allows you to see how your brands are doing in comparison with their direct peers. Competitor data, by default, is shown in Ad Hoc Reporting. You may elect to show the competitor data or hide data.

The screenshot shows the 'Ad Hoc Reporting' interface. At the top, it displays 'BRAND Brand A' and 'MARKET State of California'. Below this, there's a 'REPORT Ad Hoc Reporting' section. A 'REPORT SETTINGS' sidebar on the left includes 'SPLIT BY Age' and 'COMPETITORS All'. A 'LIST OF COMPETITORS' dialog box is open, showing a search bar and three checked options: 'All', 'Competitor 1', and 'Competitor 2'. A blue box highlights the 'COMPETITORS' dropdown and the dialog box, with arrows pointing to the 'Show Competitors' and 'List of Competitors' options.

Select **'Show Competitors'** to include competitor data within your dashboard.

After selecting **'Show Competitors'**, click **'List of Competitors'** to pick and choose with competitors you would like to have reflected in your dashboard.

Interpreting the Data

Each graph provides information regarding **score**, **number of market responses**, and **error range**. This can be found by hovering over a specific data point as show below.

The screenshot shows the 'Ad Hoc Reporting' interface with a bar chart. The chart displays scores for 'Brand A', 'Competitor 1', and 'Competitor 2' across four age groups: '18 - 34', '35 - 44', '45 - 64', and '65+'. A tooltip is shown over the '18 - 34' data point for 'Brand A', providing detailed information about the score, market responses, and error range.

	18 - 34	35 - 44	45 - 64	65+
Brand A	15.6	16.0	15.5	19.8
Competitor 1	6.5		6.1	6.7
Competitor 2	5.2		4.9	7.0

Q3 2018
Brands: Brand A
Age: 18 - 34
Market Responses 1,681
Score: 15.6

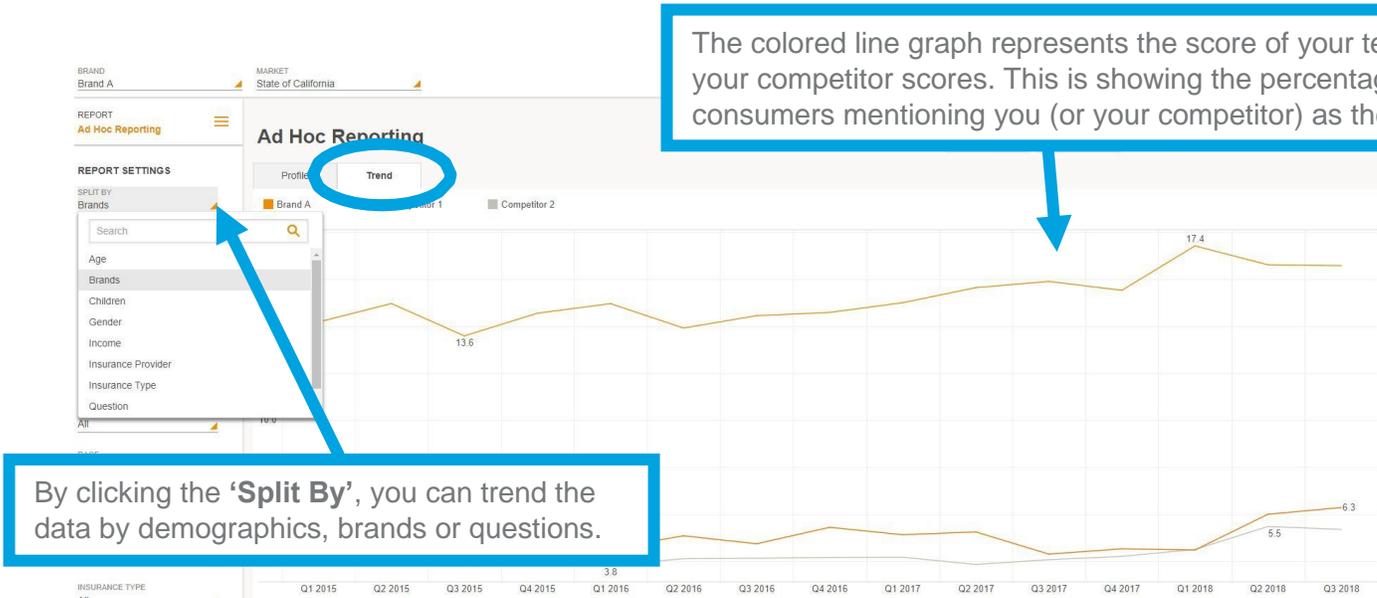
In the State of California market within the survey period Q3 2018, the sample was comprised of 1,681 households. The standard error range for a sample of 1,681 is $\pm 2.4\%$ at the 95% confidence level.

Hover over any metric to view score, market responses, and error range for that timeframe.

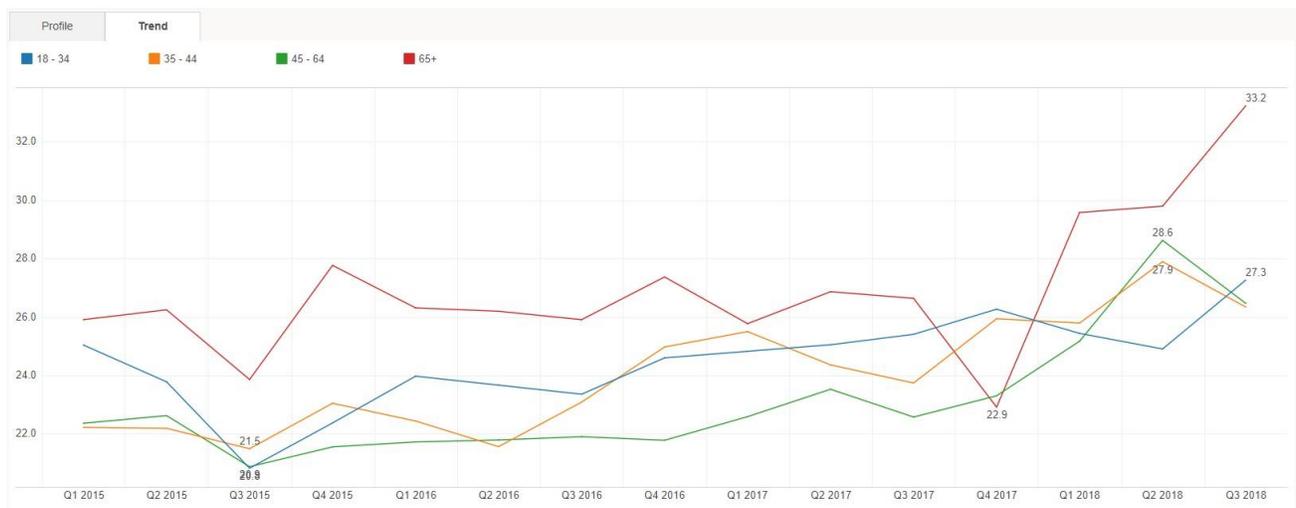
Understanding the Trend View

Within the Ad Hoc Reporting, you have the ability to split the data by brands, question, age, gender, race, children, income and insurance for the time period you have selected.

The colored line graph represents the score of your team and your competitor scores. This is showing the percentage of consumers mentioning you (or your competitor) as their choice.



After selecting an option within the 'Split By' section, the profile view updates to expand that view.



Similar to the 'Split By' section, you may also select a multitude of additional filtering features, including: age, gender, ethnicity/race, presence of children, insurance, and income. Multiple filters may be selected at one time.

Selecting Questions

Ad Hoc Reporting allows you to dig into Awareness, Recall, Image, and Preference metrics. Start by selecting the **'Question Type.'** You have the ability to select more than one question type at a time.

REPORT SETTINGS

SPLIT BY

Age

COMPETITORS

All

QUESTION TYPE

Image

Once you have selected the **'Question Type(s)'** you would like to view, click **'Apply.'**

After you have selected the question type you would like to view, you can now select the question/s you would like to analyze.

REPORT SETTINGS

SPLIT BY

Age

COMPETITORS

All

QUESTION TYPE

Image

QUESTION NAME

Best Doctors

Profile

18 - 34

32.0

30.0

Once you have selected the **'Question Name(s)'** you would like to view, click **'Apply.'**

Search

- All
- 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

Apply

Cancel