

# NPS

The NPS (Net Promoter Score) is a loyalty metric - used across all industries - that was developed to give a score to reflect how likely an individual may be to recommend an organization to others. This KPI is gathered *only* from those in the market that have first noted a hospital/ organization as their 'First Top of Mind Hospital' or 'Other Top of Mind Hospital', so it is important to note not every consumer in a given market will answer this question about every hospital in his / her market. Upon selecting a 'First Top of Mind Hospital' and 'Other Top of Mind Hospital', the consumer is prompted to answer a few additional questions, including:

*"How likely are you to recommend < Top of Mind Hospital> to a colleague, family member or friend?"* The consumer has an 11 - point response scale, which helps to differentiate how loyal he/ she may be to the organization.

Below is a visual representation:



As shown above, consumers will fall into one of three areas:

- **Detractor:** Selection of "0" through "6" on the 11 - point scale. These consumers are not willing to recommend you and show little to no loyalty to your brand.
- **Passive:** Selection of "7" or "8" on the 11 - point scale. These consumers are neutral and are not actively engaging in your brand.
- **Promoter:** Selection of "9" or "10" on the 11 - point scale. These consumers are willing to recommend you and are very loyal to your brand.

## Selecting your Brand

Your organization can 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.

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

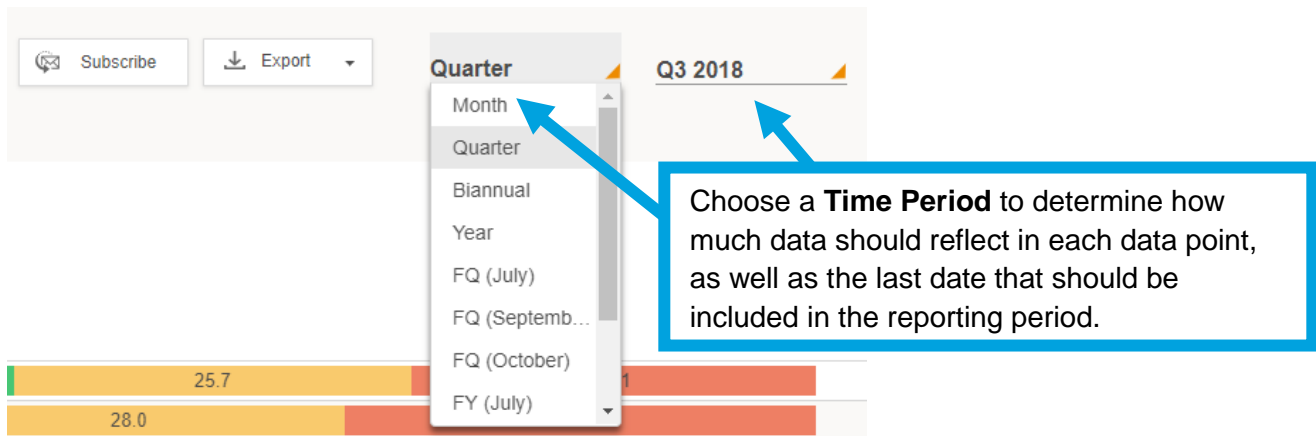
Upon selecting your brand, your organization can determine the market in which you want to see your brand represented. The amount of markets you may have listed are unlimited, but they are based upon state, county codes and/or zip codes.

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

Competitor	Score
Brand A	22.0
Competitor 1	11.2
Competitor 2	17.7

## Selecting your Time Period

Your organization can 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 a 'Subscribe' button and an 'Export' dropdown menu. The 'Export' menu is open, displaying a list of time periods: Month, Quarter, Biannual, Year, FQ (July), FQ (Septemb...), FQ (October), and FY (July). A blue callout box points to the 'Quarter' option in the menu and the 'Q3 2018' dropdown on the right. Below the menu, a bar chart is partially visible with values 25.7 and 28.0.

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 several different formats, including: PDF, Image and CSV.

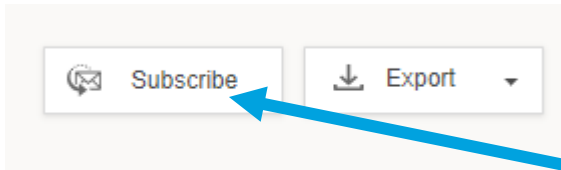


The screenshot shows a dashboard interface with a 'Subscribe' button and an 'Export' dropdown menu. The 'Export' menu is open, displaying three options: PDF, Image, and CSV. A blue callout box points to the 'Export' dropdown menu.

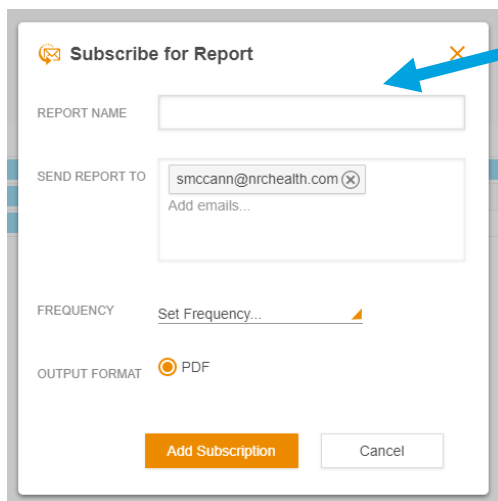
Select **'Export to PDF'**, **'Export to Image'** or **'Export to CSV'** to export dashboard data into the format of your choice.

## Subscribing to the Dashboard

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



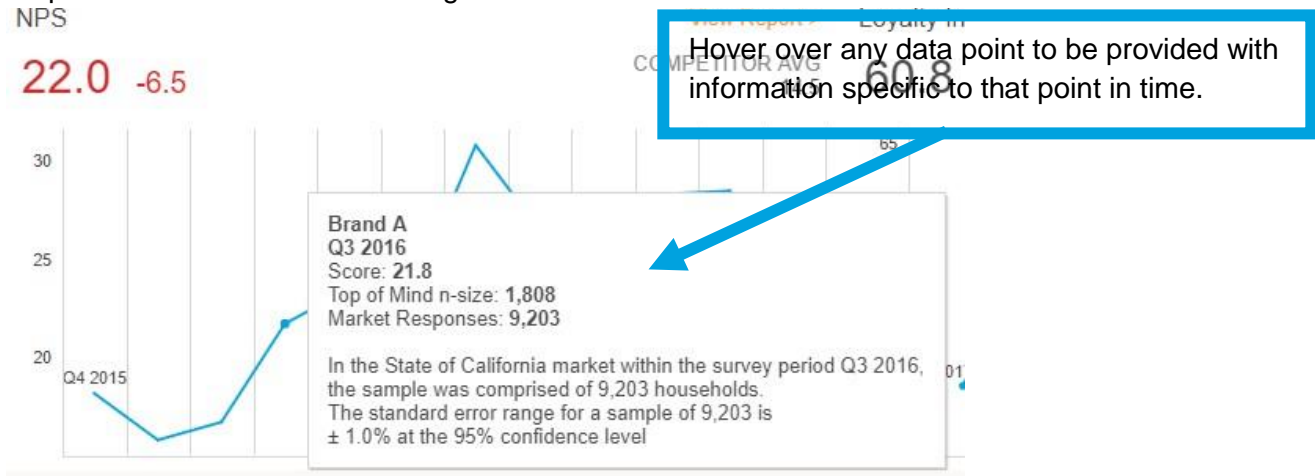
Select '**Subscribe**' to set up subscriptions for yourself and your team. Choose who the report should be sent to, how frequently, and what format is most appropriate.

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

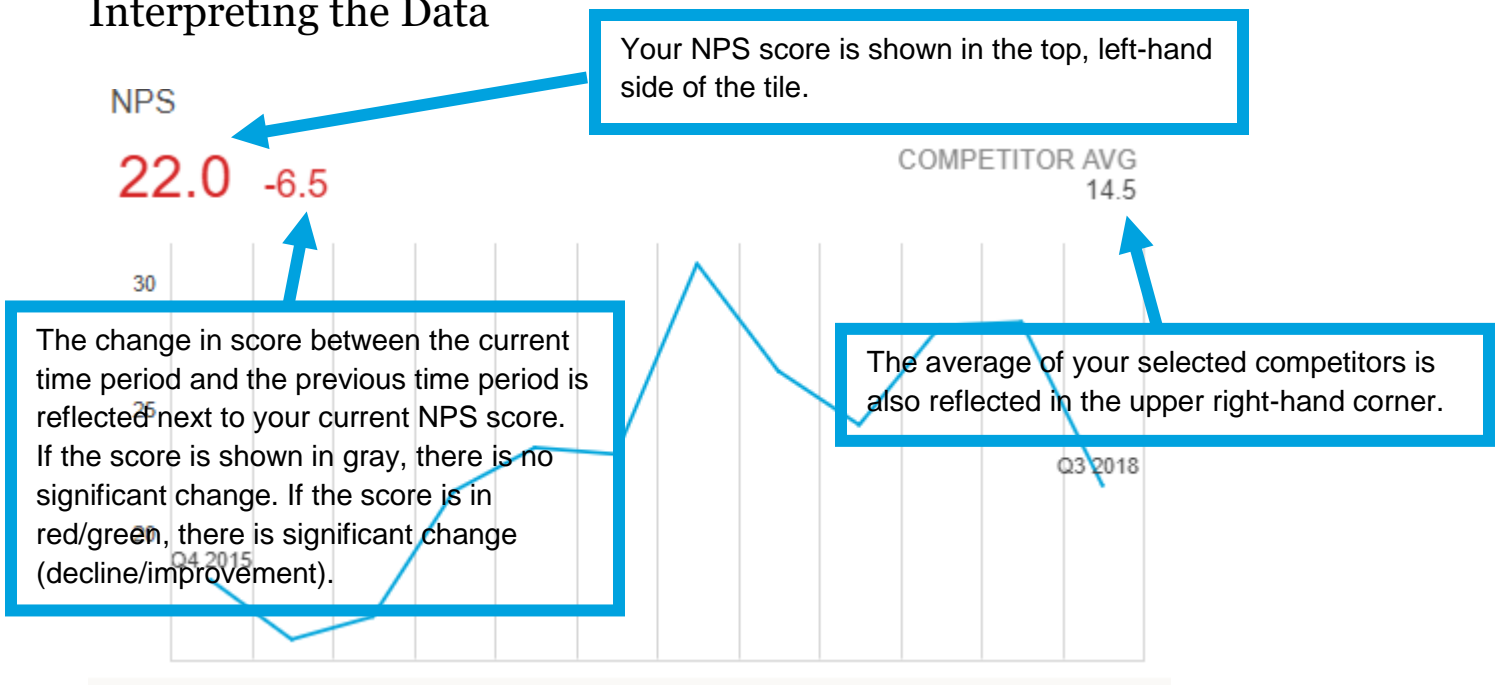
- REPORT NAME: An empty text input field.
- SEND REPORT TO: A text input field containing 'smccann@nrchealth.com' with a close icon. Below it is a link 'Add emails...'.
- FREQUENCY: A dropdown menu showing 'Set Frequency...'.
- OUTPUT FORMAT: Radio buttons for 'PDF' (selected) and another option.
- Buttons: 'Add Subscription' (orange) and 'Cancel' (white).

## Reviewing NPS in the Brand Dashboard

The fifth KPI in the brand dashboard is where the NPS data is housed. Within the NPS graph, you may view each given time period's data by hovering over each data point. Each data point allows you to see the brand, timeframe, NPS score, the number of consumers mentioning you as 'First Top of Mind' (as *only* these consumers are asked to participate in your NPS rating), total market responses and standard error ranges.



## Interpreting the Data



## Reviewing NPS Dashboard, Profile, and Trend Views

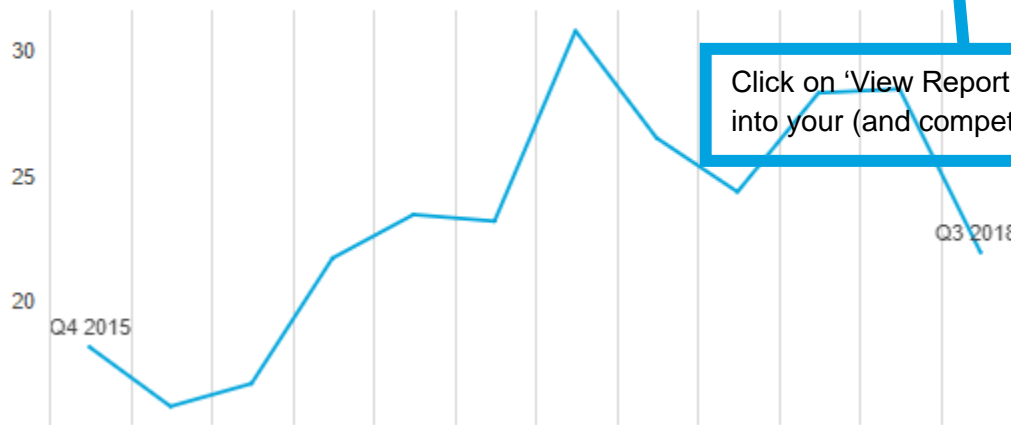
In addition to seeing the Net Promoter Score for your organization, there is also a large benefit to further understanding why the score is appearing to be where it is (what is contributing to this high/low score), as well as the number of consumers falling into each of the three response types. To review these metrics in greater detail, you may see a detailed view of all pertinent information.

NPS

22.0 -6.5

[View Report >](#)

COMPETITOR AVG  
14.5



Click on 'View Report' to do a deeper dive into your (and competitor) responses.

# Understanding the Dashboard View

The Dashboard View allows you to understand your (or a competitor) NPS in several different capacities. You are able to define if you want to see all consumers that made up a NPS – or simply just promoters, neutrals, or detractors. You are also able to define if you want to only see those that mentioned you/a competitor as their ‘First Top of Mind Hospital’, those that mentioned you/a competitor as their ‘Second Top of Mind Hospital’, or both.

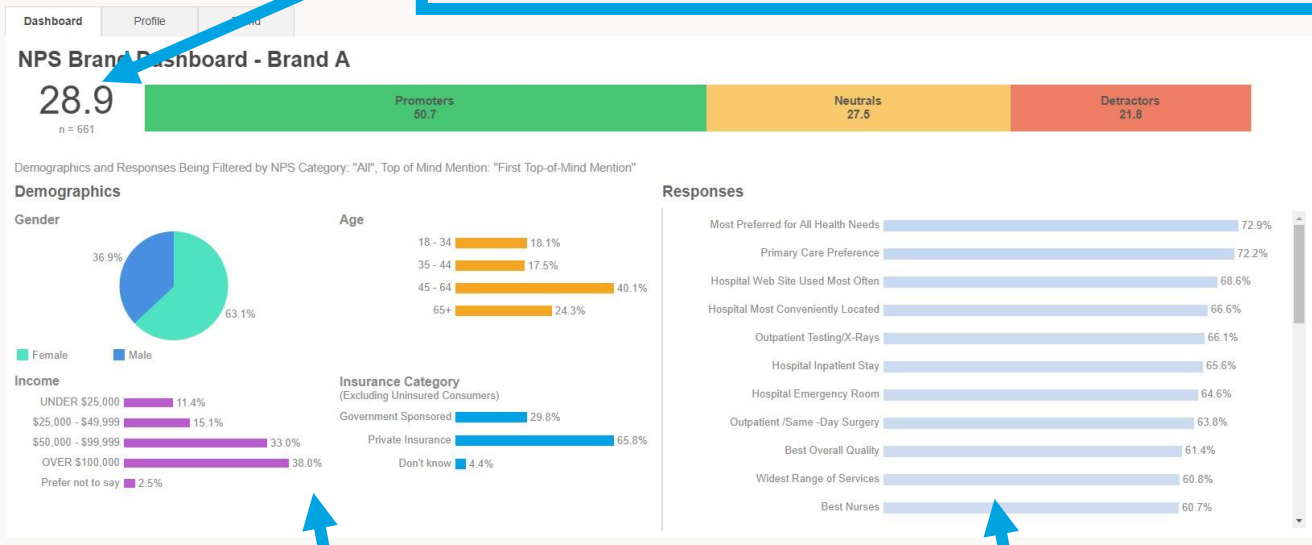
In addition to defining exactly what you would like to dive into more deeply, the dashboard provides an overview of the demographic makeup being represented by what you have defined and an overview of other responses that defined group selected you/a competitor for when completing the survey.

The screenshot shows the NPS Brand Dashboard interface. On the left is a sidebar with settings: BRAND (Brand A), MARKET (State of California), REPORT (NPS), REPORT SETTINGS (BRAND / COMPETITOR: Brand A, NPS CATEGORY: All, TOP OF MIND MENTION: First Top-of-Mind Mention), and a Brand Dashboard section. The main area displays 'NPS 28.0' with 'n = 661' and a 'Demographics and Responses Being' section with a 'Gender' pie chart. Three callout boxes with blue borders and arrows point to the settings:

- Top callout: Click on 'Brand/Competitor' to select whose data you prefer to further understand.
- Middle callout: Click on 'NPS Category' to define if you want to see all consumers choosing that brand, just promoters, just neutrals, or just detractors.
- Bottom callout: Click on 'Top of Mind Mention' to define if you want to see data from those selecting as 'First Top of Mind', 'Second Top of Mind', or both.

The pie chart shows 36.9% for Male (blue) and 63.1% for Female (green).

The NPS of the selected brand, as well as the n-size making up the NPS, are shown in the top left-hand corner. Alongside, you can see the breakout of each response type.



The demographic make-up of the selected brand (and other configuration specifications) is shown on the left-hand side of the graph.

A list of all other semi-aided responses the selected brand has been chosen for are shown on the right-hand side of the graph.



# Understanding the Profile View

The profile view allows you to see the percentage of consumers that are falling into each response scale for your NPS. Also included in this view are all scores from within your selected competitor set.

The screenshot shows the NPS Profile View interface. On the left, there is a sidebar with 'REPORT SETTINGS' including 'COMPETITORS' (set to 'All'), 'METRICS' (set to 'All'), and 'TOP OF MIND MENTION' (set to 'First Top-of-Mind Mention'). The main area displays 'NPS' for 'Brand A' in the 'State of California' market, with a score of 28.9. Below this is a table of competitor scores: Brand A (28.9), Competitor 1 (5.0), and Competitor 2 (13.6). A callout box points to the 'Competitor' dropdown, stating: 'Click on 'Competitor' to select specific competitors to be represented with your data.' Another callout points to the 'Metrics' dropdown, stating: 'Click on 'Metrics' to define if you want to see 'Detractors', 'NPS' (as a whole), 'Neutrals', 'Promoters' or 'All' metrics.' A third callout points to the 'Top of Mind Mention' dropdown, stating: 'Click on 'Top of Mind Mention' to define if you want to see data from those selecting as 'First Top of Mind', 'Second Top of Mind', or both.'

Below the main view, a detailed NPS profile is shown for 'Brand A' in 'Quarter Q3 2018' with 6,115 responses. The NPS score is 22.0. A callout box explains the colored bar graph: 'The colored bar graph represents your score (or your competitor's score) within each of the possible response groups. As noted in the legend, green represents 'Promoters' (selection of '9' or '10' on the NPS question), yellow represents 'Neutrals' (selection of '7' or '8'), and red represents 'Detractors' (selection of '0' through '6').'

Brand	NPS Score	Promoters (%)	Neutrals (%)	Detractors (%)
Brand A	22.0	48.1	25.7	26.1
Competitor 1	11.2	41.6	28.0	30.4
Competitor 2	17.7	44.9	27.9	27.2

# Understanding the Trend View

The trend view allows you to see trending (over your selected timeframe) for one response option making up your NPS score. You may only view one response option at a time. Also included in this view are all scores from within your selected competitor set.

BRAND: Brand A | MARKET: State of California

REPORT: NPS

REPORT SETTINGS

COMPETITORS: All

METRICS: NPS

TOP OF MIND MENTION: First Top-of-Mind Mention

Click on 'Competitor' to select specific competitors to be represented with your data.

Click on 'Metrics' to define if you want to see 'Detractors', 'NPS' (as a whole), 'Neutrals', 'Promoters' or 'All' metrics.

Click on 'Top of Mind Mention' to define if you want to see data from those selecting as 'First Top of Mind', 'Second Top of Mind', or both.

REPORT: NPS

REPORT SETTINGS

COMPETITORS: All

METRICS: NPS

TOP OF MIND MENTION: First Top-of-Mind Mention

Brand Dashboard

The Brand Dashboard displays a high-level summary of brand performance. The dashboard shows six main KPIs: Awareness, Recall, Image, Preference, NPS, and Loyalty Index. Use the Brand Dashboard to uncover trends and areas to dig deeper.

NPS Trend

Market Responses within the survey period Quarter Q3 2018: 6,115  
The standard error range is ± 0.8%  
Question: How likely would you be to recommend ~Top of Mind Mention to a friend or family member?

Legend: Brand A (blue), Competitor 1 (yellow), Competitor 2 (red)

Quarter	Brand A	Competitor 1	Competitor 2
Q4 2015	18.0	1.6	16.5
Q1 2016	15.9	2.5	10.2
Q2 2016	17.0	7.5	16.0
Q3 2016	22.0	13.5	17.0
Q4 2016	23.5	13.0	24.5
Q1 2017	23.5	11.0	24.5
Q2 2017	30.9	28.1	29.4
Q3 2017	26.5	10.5	19.0

The legend representing your brand and your competitors is found on the top of the report.

The colored line graph represents your score (always in blue) and your competitor scores. This is showing the percentage of consumers falling into your (or your competitor's) response option over time.

