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.
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.

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.

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.
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

Your NPS score is shown in the top, left-hand side of the tile.

The change in score between the current time period and the previous time period is reflected next to your current NPS score. If the score is shown in gray, there is no significant change. If the score is in red/green, there is significant change (decline/improvement).

The average of your selected competitors is also reflected in the upper right-hand corner.

Hover over any data point to be provided with information specific to that point in time.
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.

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.

Click on ‘Brand/Competitor’ to select whose data you prefer to further understand.

Click on ‘NPS Category’ to define if you want to see all consumers choosing that brand, just promoters, just neutrals, or just detractors.

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 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.

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.

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’).
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.

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.

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.

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