# Ranking Report

The Ranking Report is designed to show a market ranking (top 20 *facility*) view for the Awareness, Recall, Image, and Preference metrics. Use this view as a supplement to the Brand Dashboard to track brands that may still capture market preference.

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.

Choose an available **Brand** to see a summary of what is happening for this area of your organization.
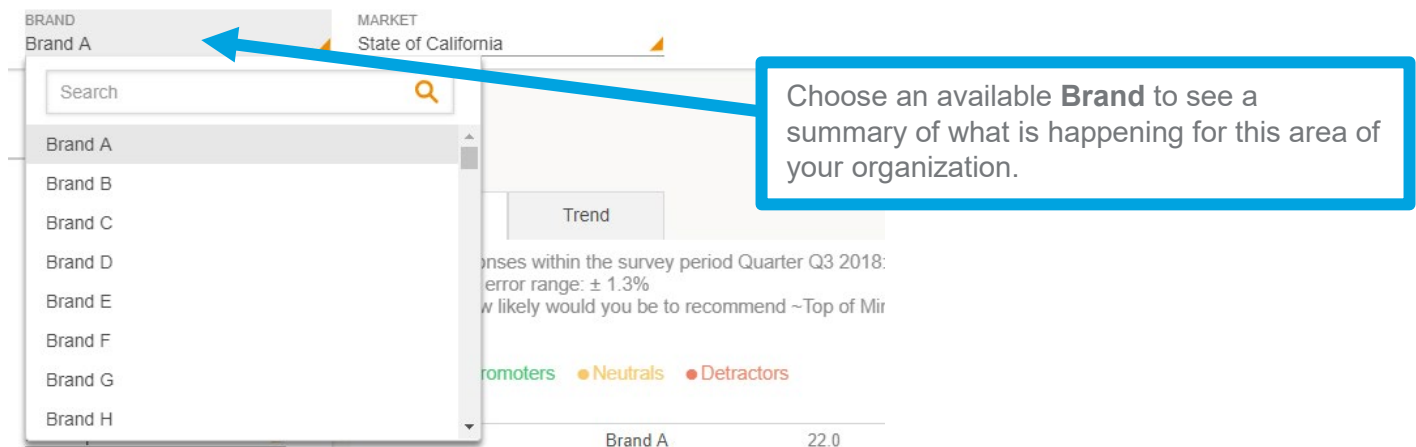
Additional brands can be added upon request.

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.

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.

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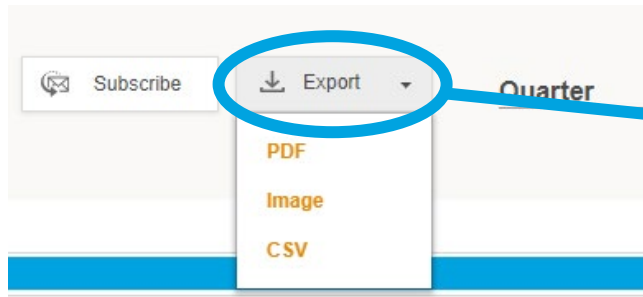
Select **'Export to PDF'**, '**Export to Image**' or '**Export to CSV**' to export dashboard data into the format of your choice.
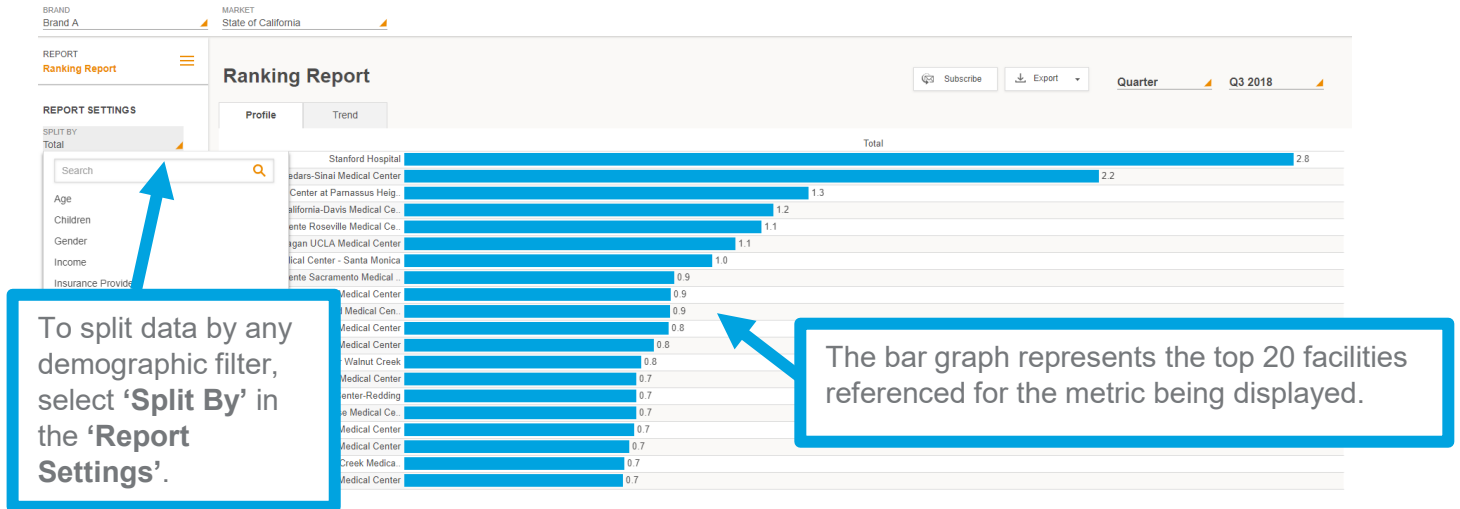
Subscribing to the Dashboard

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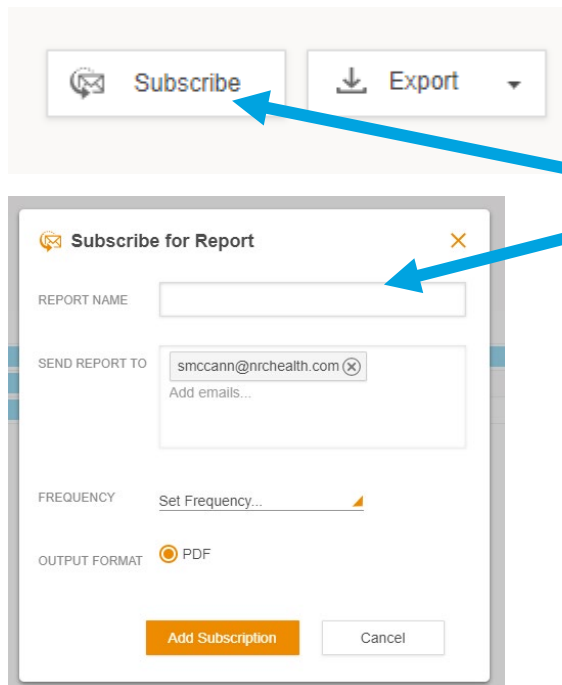
Select '**Subscribe**' to set up subscriptions for yourself and your team. Choose who the report should be sent to, how frequently, and what format is most appropriate.

Understanding the Profile View

Within the Ranking Report, you have the ability to not only see the top 20 rank for all KPI metrics from the survey, but you also have the opportunity to split the data by multiple additional filters – including: age, gender, race, children in home, income, and insurance.

To split data by any demographic filter, select **'Split By'** in the **'Report Settings'**.

The bar graph represents the top 20 facilities referenced for the metric being displayed.

If you choose any option beneath 'Split By', data will be sorted to reflect information by that filter type.
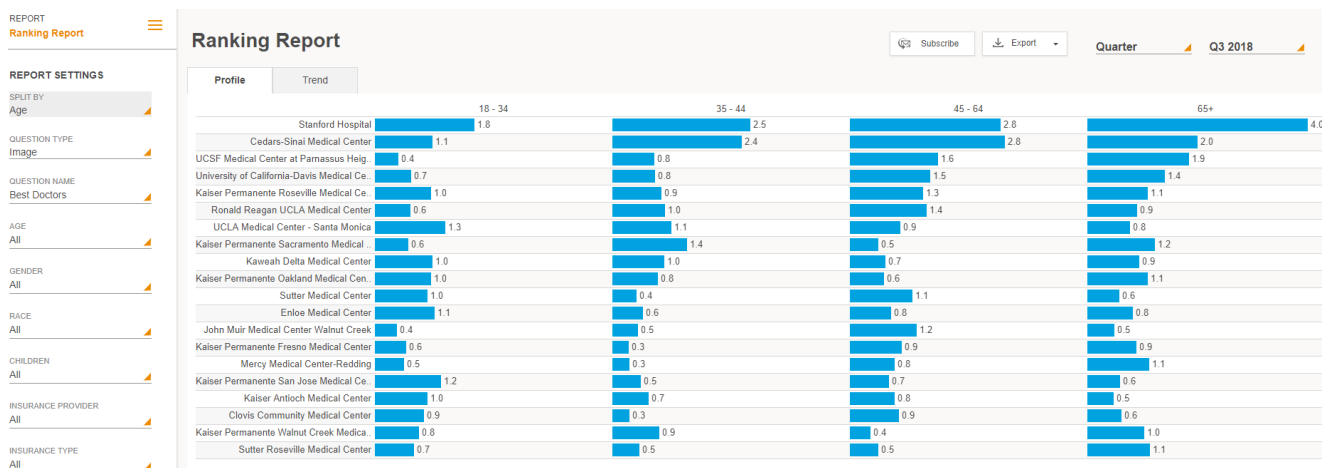
Similarly, data can be sorted by a multitude of other options, including: gender, race, children in home, income, insurance provider, and insurance type.

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.

Hover over any data point to see additional detail regarding score, number of market responses, and error range.
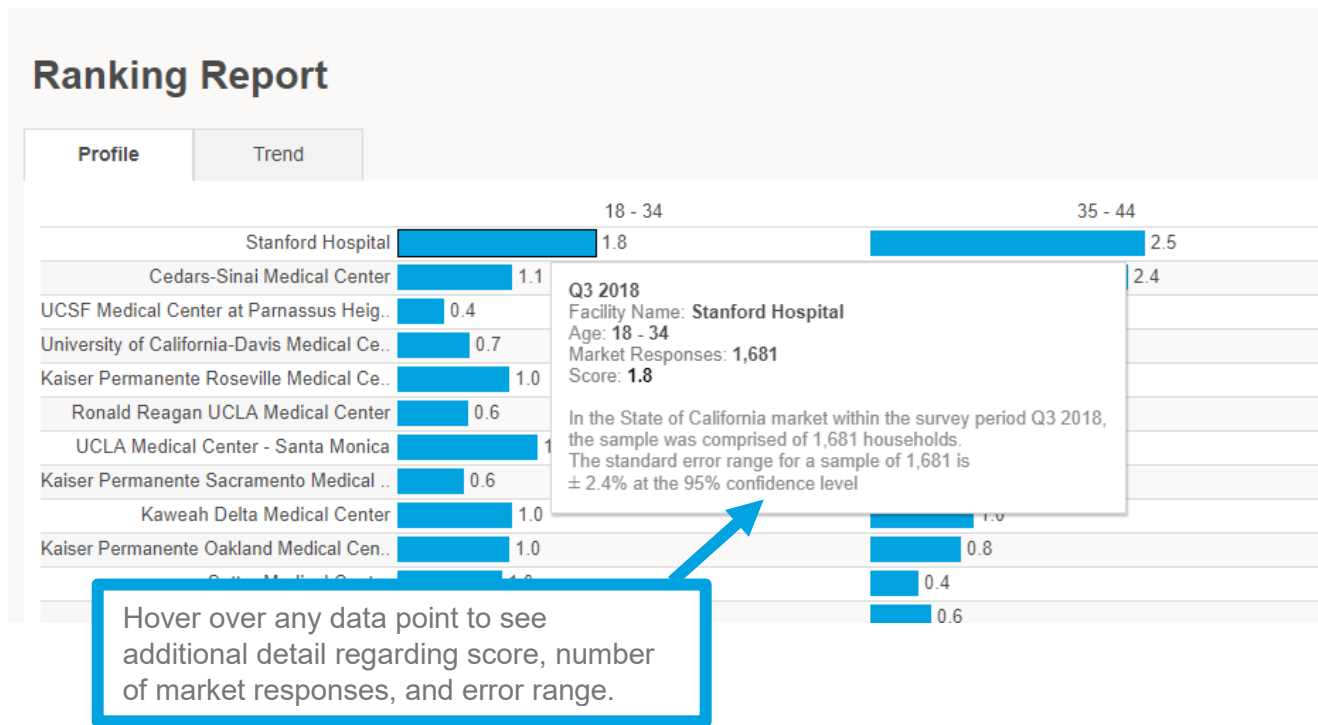
Updating the Profile View

The profile view can be customized/altered as needed from the default view. To make any changes, click on the drop down arrow next to each area beneath **'Report settings'**.
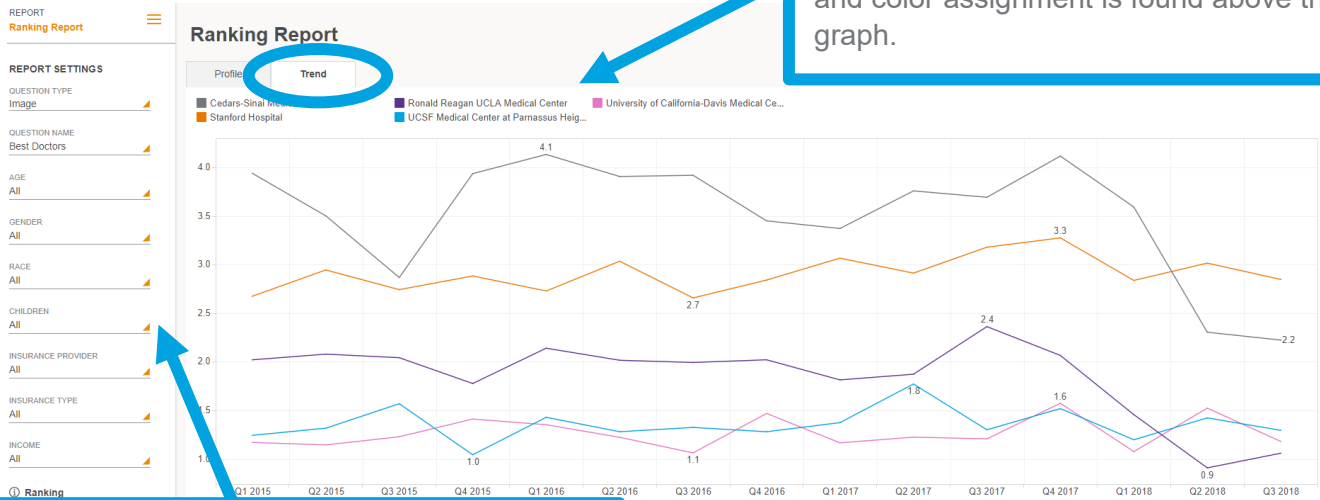

Click on the drop down menu to toggle between different competitors and metrics.

Understanding the Trend View

Within the Ranking Report, the top **5 hospitals** will appear within the **'Trend'** view. These may or be hospitals you have selected as your compeitors. You can segment the data by age, gender, race, children, income and insurance for the time period you have selected.

The legend representing your competitor set and color assignment is found above the bar graph.

To separate any data by demographic detail, select those specific filters under **'Report Settings'**.

Updating the Trend View

The trend view can be customized/altered as needed from the default view. To make any changes, click on the drop down arrow next to each area beneath **'Report settings'**.

Click on the drop down menu to toggle between different competitors and metrics.

Selecting Questions

Ranking Reports allow 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.

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 you would like to analyze.

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