# Personalized Questions

The Personalized Question Dashboard shows currently fielding and historically fielded custom questions. Use the Personalized Question Dashboard to trend and track those questions custom to your brand.

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.
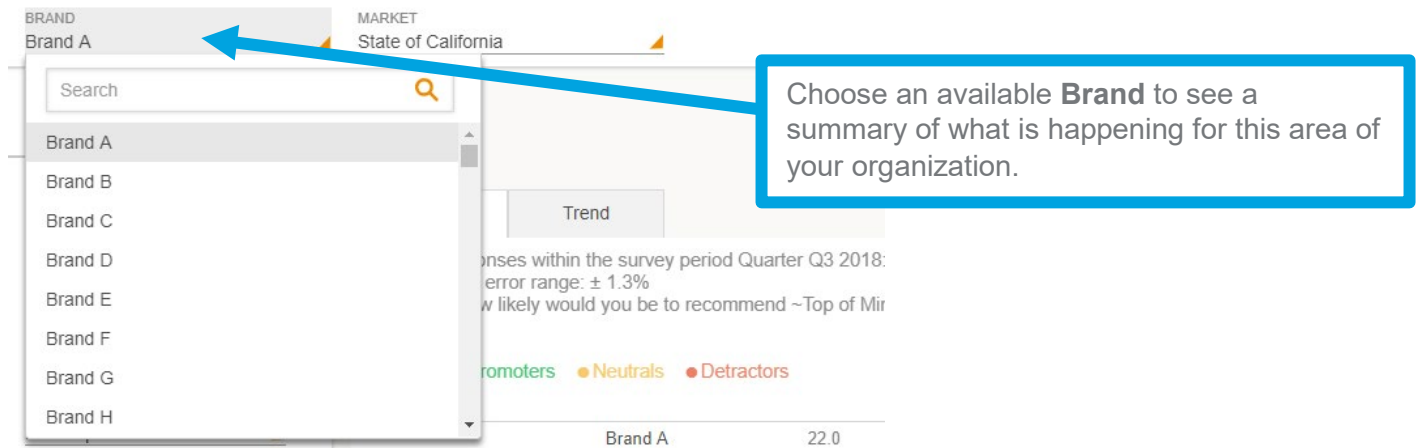
Additional brands can be added upon request.

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.
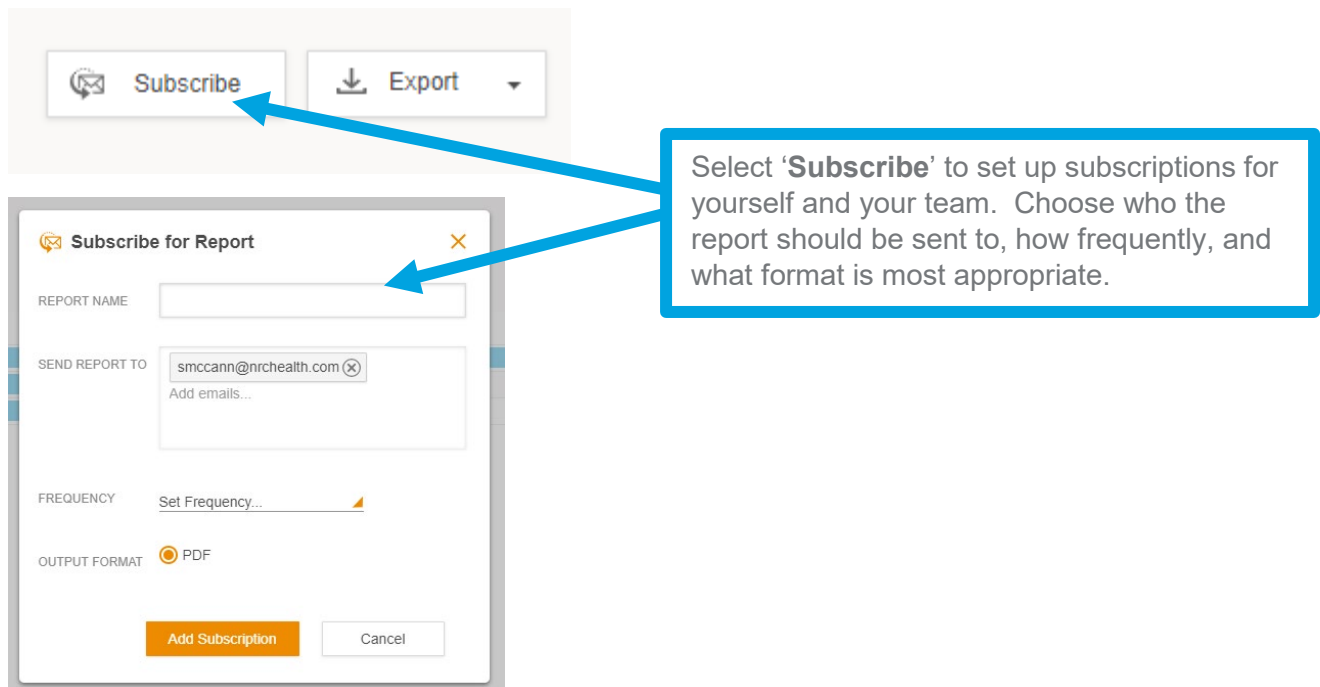
Understanding the Profile View

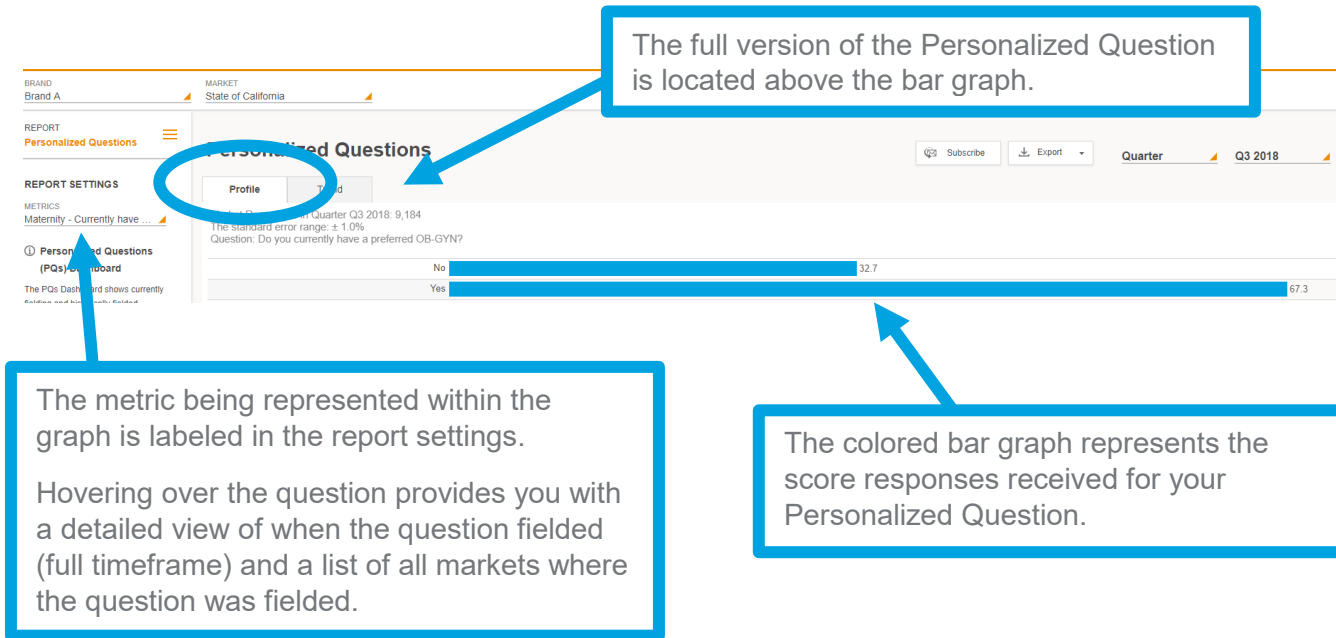The profile view allows you to see one or more default metrics making up the KPI's score. Also included in this view are all scores from within your selected competitor set.

The full version of the Personalized Question is located above the bar graph.

BRAND	MARKET
Brand A	State of California

REPORT	
Personalized Questions	

REPORT SETTINGS

METRICS
Maternity - Currently have ...

ⓘ Personalized Questions
(PQs) Dashboard

The PQs Dashboard shows currently

Personalized Questions

Profile | Trend

...t ... Quarter Q3 2018: 9,184
The standard error range: ± 1.0%
Question: Do you currently have a preferred OB-GYN?

| Subscribe | Export | Quarter | Q3 2018 |

No — 32.7
Yes — 67.3

The metric being represented within the graph is labeled in the report settings.

Hovering over the question provides you with a detailed view of when the question fielded (full timeframe) and a list of all markets where the question was fielded.

The colored bar graph represents the score responses received for your Personalized Question.

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 menu on the left side of your screen beneath **'Report Settings'**, and select **'Metrics'** to make updates.

REPORT SETTINGS
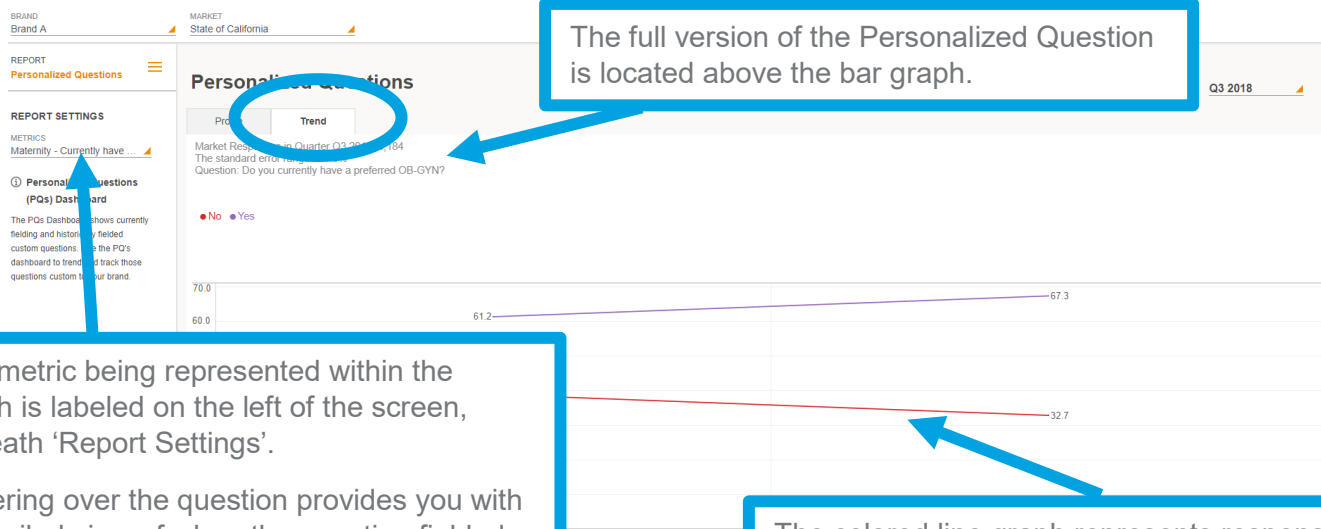
METRICS
Maternity - Currently have ...

Click on the drop down menu to toggle between all available (current and historical) question options.

Understanding the Trend View

The trend view allows you to see trending (over your selected timeframe) for one personalized question.

The full version of the Personalized Question is located above the bar graph.

The metric being represented within the graph is labeled on the left of the screen, beneath 'Report Settings'.

Hovering over the question provides you with a detailed view of when the question fielded (full timeframe) and a list of all markets where the question was fielded.

The colored line graph represents response options received for your Personalized Question over time.

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 menu on the left side of your screen beneath **'Report Settings'**, and select **'Metrics'** to make updates.

Click on the drop down menu to toggle between all available (current and historical) question options.