

DATA INTEGRATION

# A Look at the Whole Picture: How to Measure Your Brand Strength Through Data Integration

**Brooke Ochsner**

Sr. Marketing Specialist, Ochsner Health System



NRC Health Symposium | A journey to understanding | #NRCSymp

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## OUR MISSION

SERVE, HEAL, LEAD, EDUCATE & INNOVATE.

## OUR VISION

Ochsner will be a global medical and academic leader who will save and change lives. We will **shape the future of healthcare** through our integrated health system, fueled by the passion and strength of our diversified team of physicians and employees.

## IMPACTING LIVES ACROSS LOUISIANA, THE NATION & THE WORLD

Ochsner serves patients from across **LOUISIANA, EVERY STATE** in the nation, and more than **70 COUNTRIES**.

Ochsner is **LOUISIANA'S LARGEST** not-for-profit health system and one of the largest independent academic health systems in the United States.



## OCHSNER BY THE NUMBERS

**75+** Ochsner was founded more than 75 years ago by Dr. Edgar Burns, Dr. Guy Caldwell, Dr. Francis E. LeJeune, Sr., Dr. Alton Ochsner and Dr. Curtis Tyrone.

**3** U.S. News & World Report "Best Hospital" Specialty Category Rankings

Nearly **25,000** Employees

**100+** Health Centers & Urgent Care Centers

**\$3.1B** TOTAL OPERATING REVENUE

**811,000+** PATIENTS SERVED IN 2018

Ochsner physicians & employees donated **\$2.2M** during our 2017 Annual Employee Giving Campaign.

More than **8,000** caring individuals, employees, corporations and foundations supported causes across Ochsner Health System in 2018.

**90** MEDICAL SPECIALTIES & SUBSPECIALTIES

**4,500+** Employed & Affiliated Physicians

**700+** clinical research studies



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**25<sup>th</sup> Annual NRC Health Symposium – Omni Nashville Hotel  
Nashville, Tennessee  
August 14–16, 2019**

# The Data and Metrics Conundrum



# Lots of Siloed Metrics and Reports

Branded Search Volume			
	January	February	March
2018	1,950	1,690	1,620
2019	1,680	1,100	1,470

	2018			
	Q1	Q2	Q3	Q4
Searches	39,767	50,236	23,786	43,291
Calls	8,624	9,783	10,234	11,862
Online Appointments Scheduled	211	211	200	231
Online Appointment Requests	500	611	456	654
New Patients within 24 Months	5,617	6,997	6,334	5,999
Number of Enrolled Physicians	200	210	213	214

LOUISIANA					
	2016	2017	2018	2019	Q1 2019
National Healthcare Benchmark	300	300	300	300	
Target	NA	309	440	440	
Actual	240	341	397		442

Total Reviews TYD	21,713
Sentiment Breakdown	70 % Positive   3 % Neutral   27 % Negative
Overall Star Rating	3.9 out of 5

## How is Our Brand Doing?



## What We Knew We Needed

1. Simple to understand measurement
2. Easily sharable with key stakeholders
3. Shows relative performance



## How Do You Define Brand Strength?

- **Well-known** but negative sentiment
- Not well-known but **positive sentiment**



## Who has both?

→ Please take a moment to write down a brand that has both.

## Brand Strength is a Balance

### Awareness

Do people know us?



### Affinity

Do people like us?

## Do We Have Data for All Competitors?



# Let's Break it Down a Notch

## What is Your Landscape?

- Define geographic regional
- Choose similarly sized competitors
- Consider aspirational brands
- Think outside of healthcare

## Who is Your Brand?

- What represents your team's efforts?
- Are you service line oriented?



## Defining How Well You are Known

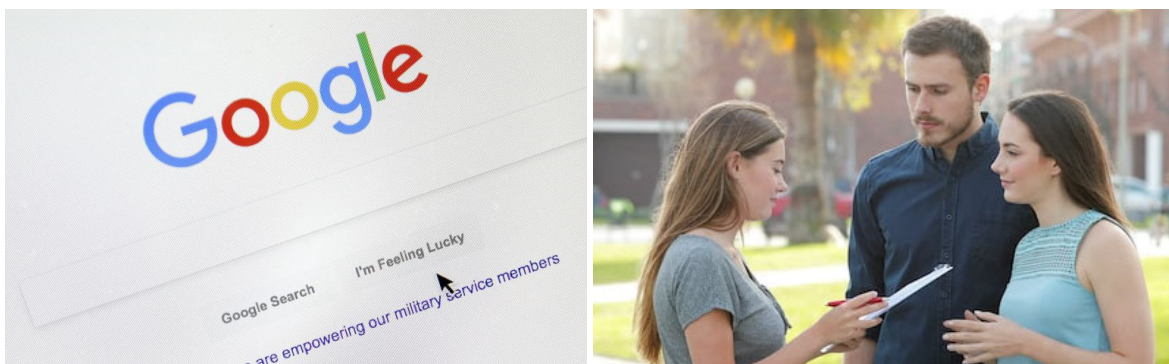
### NRC Health Market Insights

- Top of Mind Awareness  
vs. Ad Recall



## Defining How Well You are Known

Other metrics to consider



## Ochsner's Definition for Awareness



NRC Health data

- Top of mind awareness



Online activity data

- Search volumes



## Defining How Well You are Liked

Where is there general consumer feedback?

- NRC Health Market Insights
  - Preference vs. NPS
- NRC OnDemand General Panel
- Self-managed surveys

## Defining How Well You are Liked

Consider other sources

Google



## Ochsner's Definition of Affinity



### Online feedback data

- Review sentiment
- Sentiment of social media posts



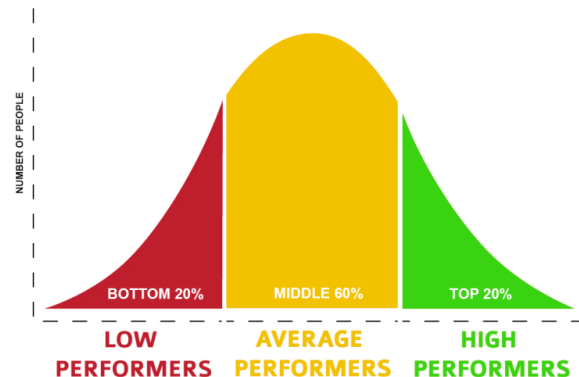
### Self-managed qualitative surveys

- Feedback from respondents

## Once Data Points Are Selected

## Presenting a Relative View

- Industry standards
- Best in class measurements
- Average amongst all brands
- Greater weights for certain metrics



## Key Considerations

- Establish weight of each data point
- Ensure sample sizes are significant
- Confirm buy-in with key stakeholders
- Set up a rhythm for data collection, calculation and distribution

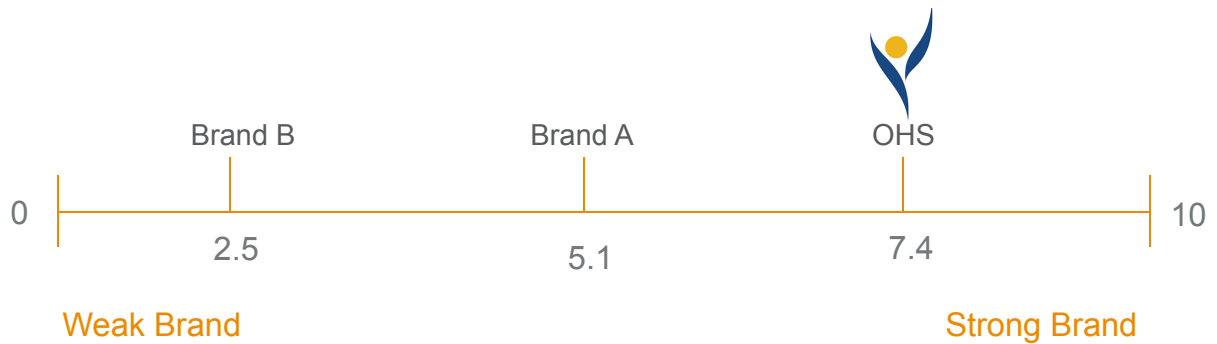
# The Final Output

## Results

1. A comprehensive pulse check to see how our brand is performing compared to competitors
2. A way to better utilize data through data integration

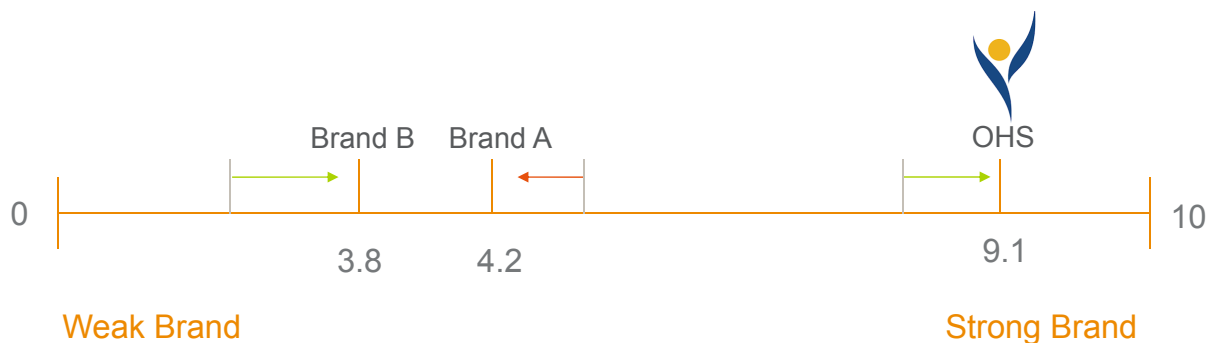
# Final Output

## Q1 2019 - Greater New Orleans



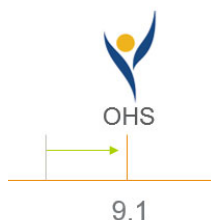
# Final Output and Trending

## Q2 2019 - Greater New Orleans



## Still Important to Look at Data Separately

Identifying cause of measurement changes



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## Final Takeaways

- Identify your region and competitors
- Understand what metrics define your brand
- Ensure stakeholder buy-in on weighting scale and final output

Thank you

