

NRC Market Insights

Campaign Tracking Metrics

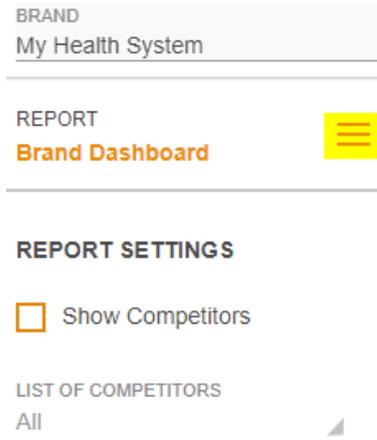
Overall List of Campaign Tracking Metrics

- KPIs (Brand Dashboard)
- Recall metrics:
 - Advertising
 - Social media
 - Website
- Preference: selected service lines
- Ad hoc reporting:
 - TOM
 - Service line(s) as appropriate
 - Image metrics as appropriate
 - Selections based on campaign elements
- Differentiators:
 - Select based on campaign elements
 - Examples: new/advanced tech, strong image/reputation, expertise in all fields (against competitors)
- Ticker Report
- Optional: PQs

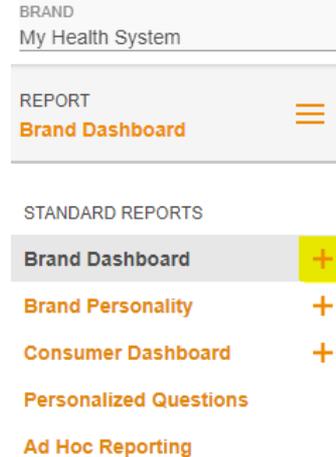
KPIs (Brand Dashboard)

KPIs (Brand Dashboard)

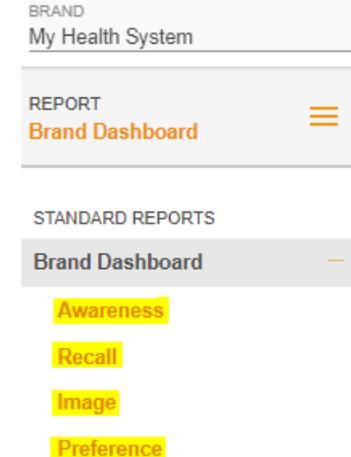
1. Click on the hamburger menu to view the main menu



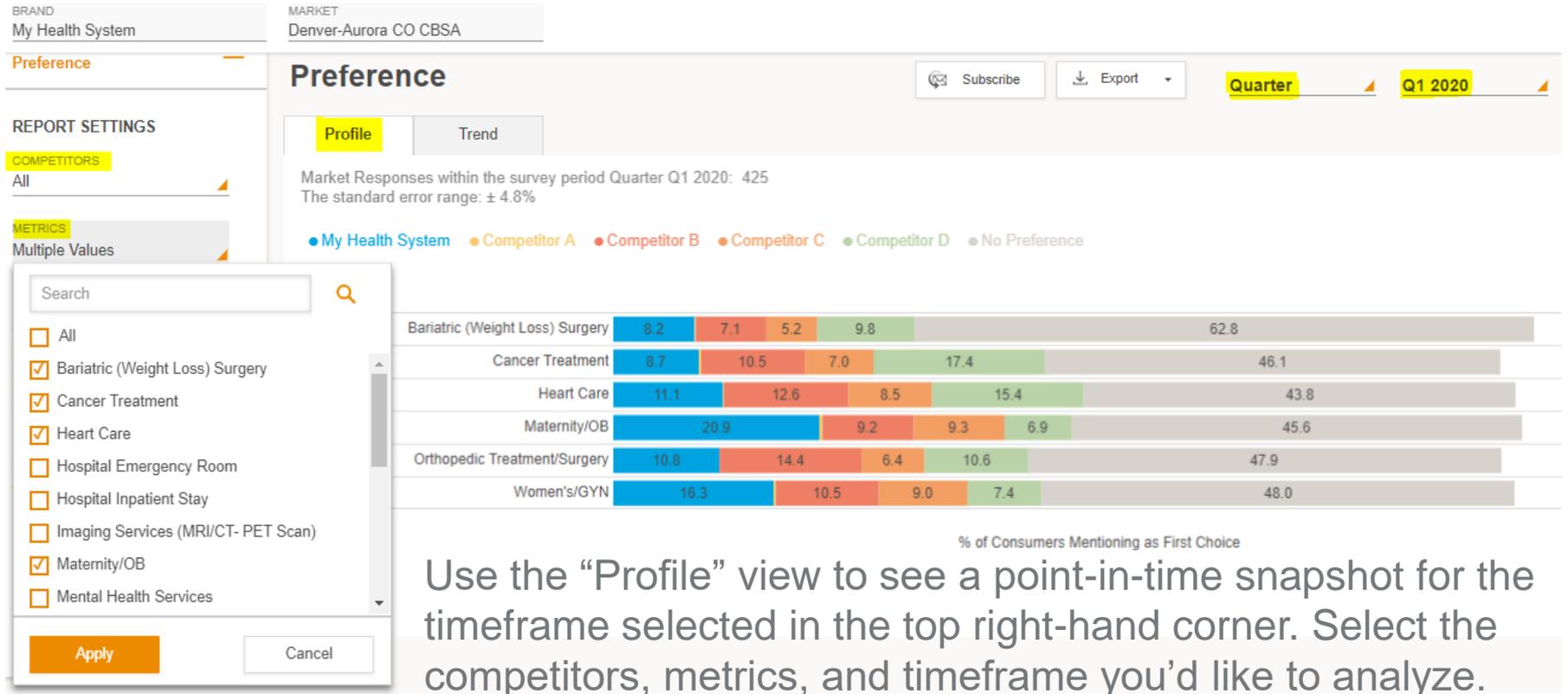
2. Click on the plus sign to view the KPI list



3. Click on each KPI to view a full report



Awareness/Recall/Image/Preference KPI - Profile View



Awareness/Recall/Image/Preference KPI– Trended View



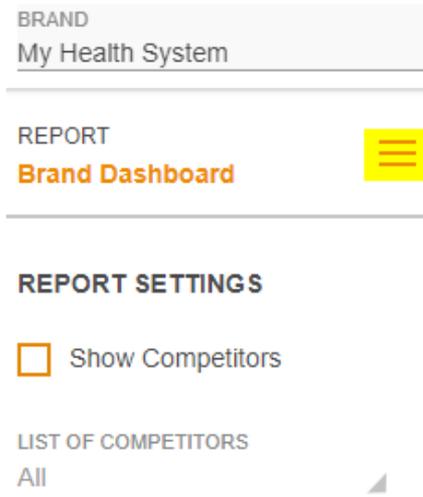
Click “Trend” to see a trended view.

Select the competitors, metric, and timeframe you’d like to analyze.

Ad Hoc Reporting

Ad Hoc Reporting

1. Click on the hamburger menu to view the main menu



BRAND
My Health System

REPORT
Brand Dashboard 

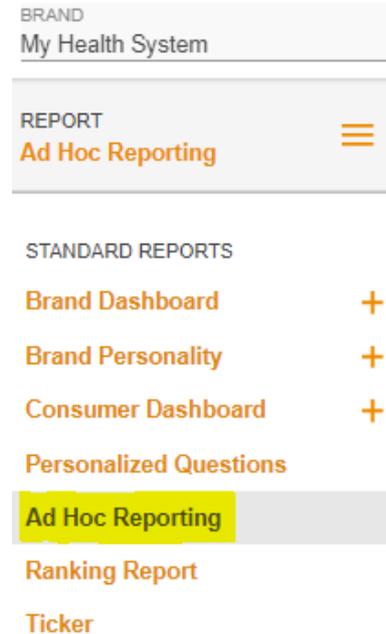
REPORT SETTINGS

Show Competitors

LIST OF COMPETITORS
All 



2. Click on “Ad Hoc Reporting”



BRAND
My Health System

REPORT
Ad Hoc Reporting 

STANDARD REPORTS

Brand Dashboard +

Brand Personality +

Consumer Dashboard +

Personalized Questions

Ad Hoc Reporting

Ranking Report

Ticker

Filter to the metrics/audience appropriate for your campaign and use the trended view to analyze how awareness/preference/image has changed over the course of the campaign.

BRAND
My Health System

MARKET
Denver-Aurora CO CBSA

Ad Hoc Reporting

Ad Hoc Reporting

Subscribe

Export

Quarter Q1 2020

REPORT SETTINGS

SPLIT BY
Question

COMPETITORS
My Health System

QUESTION TYPE
All

QUESTION NAME
Multiple Values

RISK & PROPENSITY METRIC
Risk - Heart Disease

RISK & PROPENSITY LEVEL
Multiple Values

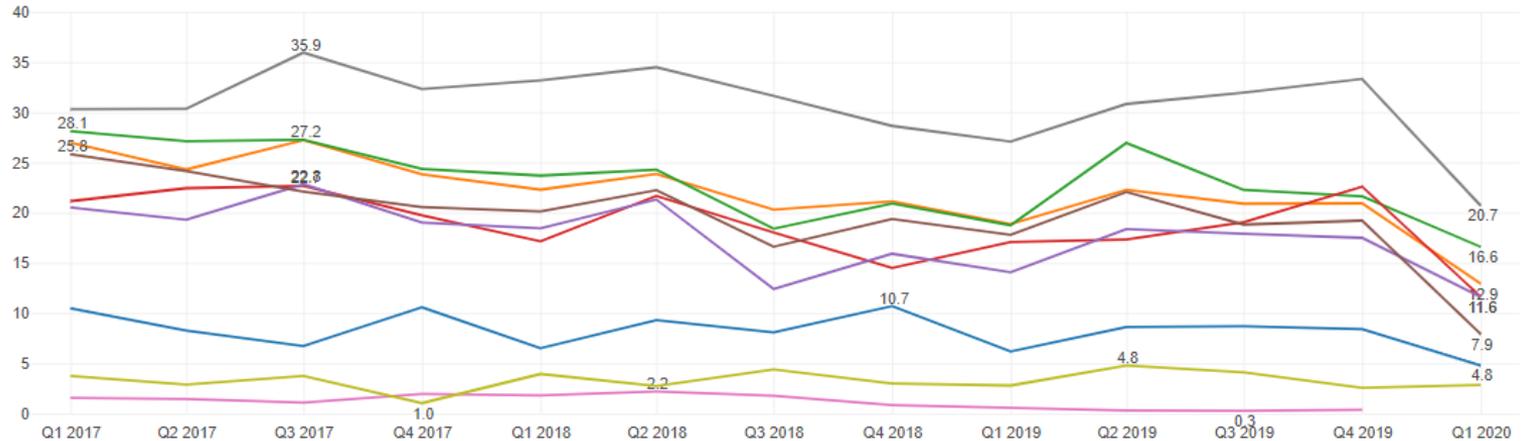
AGE
Multiple Values

GENDER
All

Profile Trend

Market responses within the survey period Quarter Q1 2020: 197
The standard error range: $\pm 7\%$

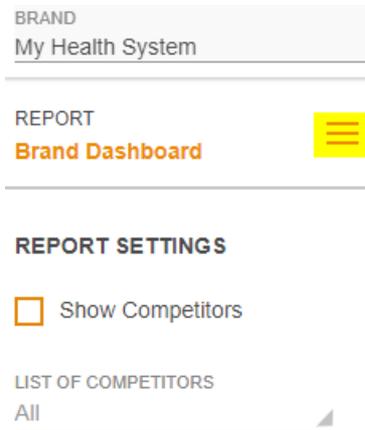
Advertising Best Doctors Best Overall Quality Heart Care Highest Patient Safety Latest Technology and Equipment Social Media Top of Mind Hospital Website



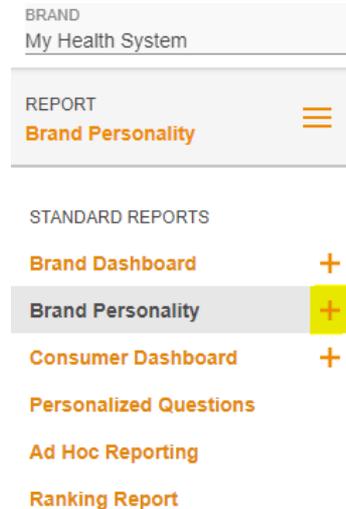
Differentiators

Differentiators

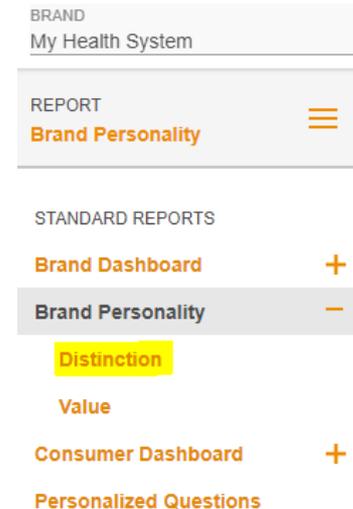
1. Click on the hamburger menu to view the main menu



2. Click on the plus sign to view the Brand Personality reports



3. Click on “Distinction” to view the full report



Under Metrics, select “Hospital differentiators” and use the trended view to analyze how specific campaign elements have impacted consumer perceptions.

BRAND
My Health System

MARKET
Denver-Aurora CO CBSA

REPORT
Distinction

Distinction

Subscribe Export

Quarter Q1 2020

REPORT SETTINGS

Profile Trend

COMPETITORS
Select Competitors

Market Responses within the survey period Quarter Q1 2020: 425

The standard error range: ± 4.8%

Question: Based on anything you have read, heard, or know from personal experience, what factors, if any, stand out in your mind as things that Top of mind Hospital does especially well that sets it apart from other providers in the area? (Select as many as apply.)

METRICS
Hospital differentiators

- Search
- Access
- Familiarity With Hospital
- Hospital Brand Personality
- Hospital differentiators**
- Need
- Overall quality of hospital
- Unique/different hospital is from other hospitals in area

● Better doctors and nurses
 ● Caring and compassionate doctors and nurses
 ● Community Involvement
 ● Convenient locations/Easy access/Proximity in all fields
 ● Faster emergency room service/treatment
 ● New and advanced technology and equipment
 ● Participates in my health plan
 ● Age/reputation
 ● Nothing
 ● Other
 ● Don't know
 ● Easy-to-understand bill paying process
 ● Online scheduling



My Health System

Ticker Report

Ticker Report

1. Click on the hamburger menu to view the main menu

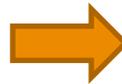
BRAND
My Health System

REPORT
Brand Dashboard 

REPORT SETTINGS

Show Competitors

LIST OF COMPETITORS
All 



2. Click on "Ticker"

BRAND
My Health System

REPORT
Ticker 

STANDARD REPORTS

Brand Dashboard +

Brand Personality +

Consumer Dashboard +

Personalized Questions

Ad Hoc Reporting

Ranking Report

Ticker

Use the ticker report to see find out which metrics have increased and decreased the most since the last time period.

BRAND
My Health System

MARKET
Denver-Aurora CO CBSA

REPORT
Ticker

Ticker Report

Subscribe Export Quarter Q1 2020

Brand Competitive No Preference

Market Responses within the survey period Quarter Q1 2020: 425
The standard error range: ± 4.8%

Hospital & Metric	Previous Period	Score	
Competitor D: Transplants	15.2	19.2	3.9
Competitor B: Orthopedic Treatment/Surgery	10.7	14.4	3.7
Competitor B: Outpatient /Same -Day Surgery	14.1	17.9	3.7
Competitor D: Advertising	11.1	14.6	3.4
Competitor B: Cancer Treatment	7.4	10.5	3.1
Competitor C: Most Preferred for All Health Needs	17.2	11.9	-5.3
Competitor C: Most Personalized Care	13.3	8.0	-5.3
My Health System: Outpatient /Same -Day Surgery	17.6	12.3	-5.3
Competitor C: Hospital Inpatient Stay	16.9	11.1	-5.8
My Health System: Latest Technology and Equipment	16.7	10.7	-6.0

Ticker Report

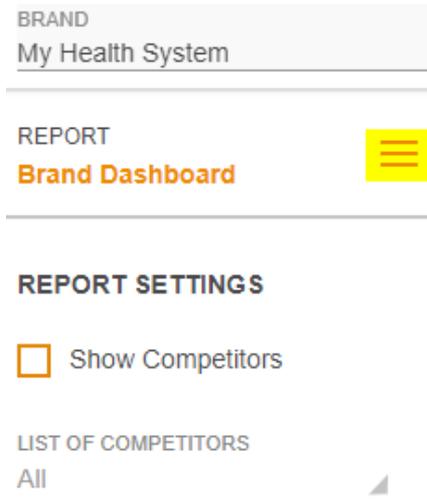
The Ticker Report quickly summarizes the five metrics that have increased and decreased the most since the last time period. The Ticker Report can be viewed for an individual brand, across brand and competitors, and for no preference data only. Use the Ticker Report to understand how your brand, competitors, and no preference is trending.

You can view this report for an individual brand, across a brand and its competitors, or for no preference data.

Personalized Questions (if applicable)

Personalized Questions

1. Click on the hamburger menu to view the main menu



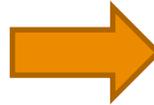
BRAND
My Health System

REPORT
Brand Dashboard 

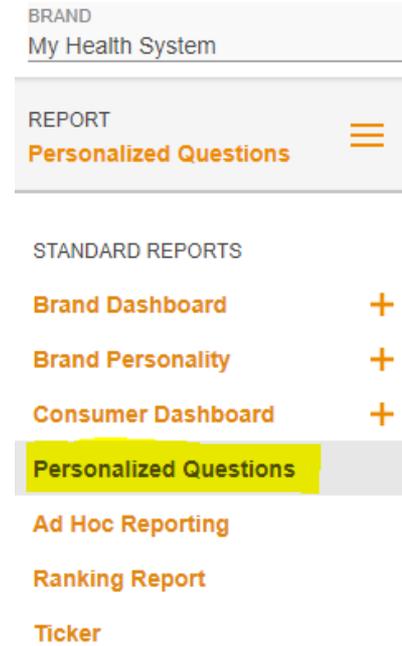
REPORT SETTINGS

Show Competitors

LIST OF COMPETITORS
All 



2. Click on “Personalized Questions”



BRAND
My Health System

REPORT
Personalized Questions 

STANDARD REPORTS

Brand Dashboard 

Brand Personality 

Consumer Dashboard 

Personalized Questions

Ad Hoc Reporting

Ranking Report

Ticker

Personalized Questions

BRAND
ABC Health

MARKET
State of California

REPORT
Personalized Questions

REPORT SETTINGS

FIELDING STATUS
All

METRICS
Strongest Reputation for M...

Personalized Questions
(PQs) Dashboard

The PQs Dashboard shows currently fielding and historically fielded custom questions. Use the PQ's dashboard to trend and track those questions custom to your brand.

Personalized Questions

Subscribe

Export

Quarter Q1 2020

Profile

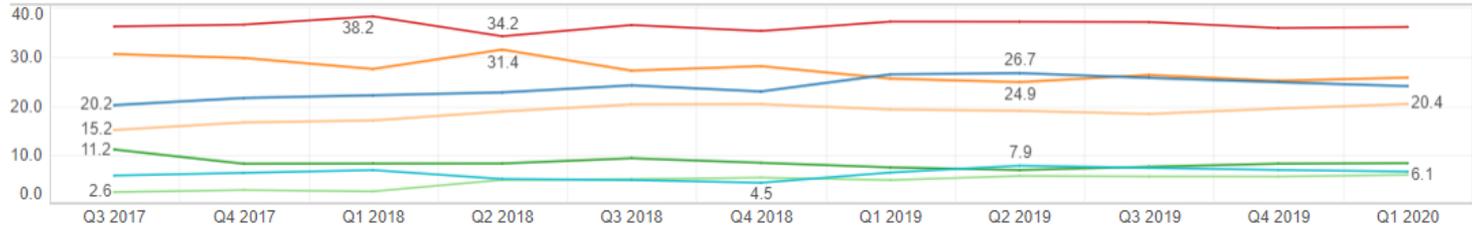
Trend

Question Responses in Quarter Q1 2020: 5,942

The standard error range: $\pm 1.3\%$

Question: Based on what you may have seen or heard or any impressions that you may have, which of the following healthcare institutions has the strongest reputation for medical research and discovery? (Select up to two)

● Cedars-Sinai ● I don't know ● Kaiser Permanente ● Keck Hospital of USC ● None of the above ● St. John's Health Center, Santa Monica ● UCLA Medical Center



Select the personalized question under “Metrics”. If you would like to add a PQ for a specific campaign, please contact your CSM.



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