

## Market Insights: Client Brand Set-Up

A brand set-up is the visualization of your system and/or individual facilities, their corresponding competitors and markets in the online Market Insights reporting tool. See spreadsheet example to define your brands, facilities, competitors, and markets.

### Terms defined

- Brand
  - How the system and/or individual hospital(s) appear in the online tool.
- Facility
  - The individual hospitals that make up the Brand.
- Competitor List
  - Display up to five per brand. These can be any facilities or systems you want to see compared to your own brand. They do not have to be in your market or direct competitors.
- Market
  - Define the geography of your brand's footprint in as many ways as you would like.

<b>Brand</b> <i>(How do you want the brand to show in the tool?)</i>	<b>Facility</b> <i>(What hospital or system will define this brand?)</i>	<b>Competitors</b> <i>(up to 5)</i>	<b>Markets</b> <i>(In what geography do you want to be able to view data for this brand?)</i>
ABC Health System	ABC Health System	Competitor Health System 1	ABC Health Primary Service Area
		Competitor Health System 2	ABC Health Secondary Service Area
		Competitor Health System 3	ABC Health PSA&SSA
		Competitor Health System 4	State of California
		Competitor Health System 5	
ABC Hospital	ABC Hospital	Competitor Hospital 1	ABC Health Primary Service Area
		Competitor Hospital 2	ABC Health Secondary Service Area
		Competitor Hospital 3	ABC Health PSA&SSA
		Competitor Hospital 4	State of California
		Competitor Hospital 5	
XYZ Hospital	XYZ Hospital	Competitor Hospital 1	ABC Health Primary Service Area
		Competitor Hospital 2	ABC Health Secondary Service Area
		Competitor Hospital 3	ABC Health PSA&SSA
		Competitor Hospital 4	State of California
		Competitor Hospital 5	
DEF Hospital	DEF Hospital	Competitor Hospital 1	ABC Health Primary Service Area
		Competitor Hospital 2	ABC Health Secondary Service Area
		Competitor Hospital 3	ABC Health PSA&SSA
		Competitor Hospital 4	State of California
		Competitor Hospital 5	
ABC Hospital-Facility Compare	ABC Hospital	XYZ Hospital	ABC Health Primary Service Area
		DEF Hospital	ABC Health Secondary Service Area
			ABC Health PSA&SSA
			State of California
Regional Divison	ABC Hospital	Competitor Hospital 1	Regional Market
	DEF Hospital	Competitor Hospital 2	ABC Health Primary Service Area
		Competitor Hospital 3	ABC Health Secondary Service Area
		Competitor Hospital 4	ABC Health PSA&SSA
		Competitor Hospital 5	State of California