

Market Insights: Getting Started

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.

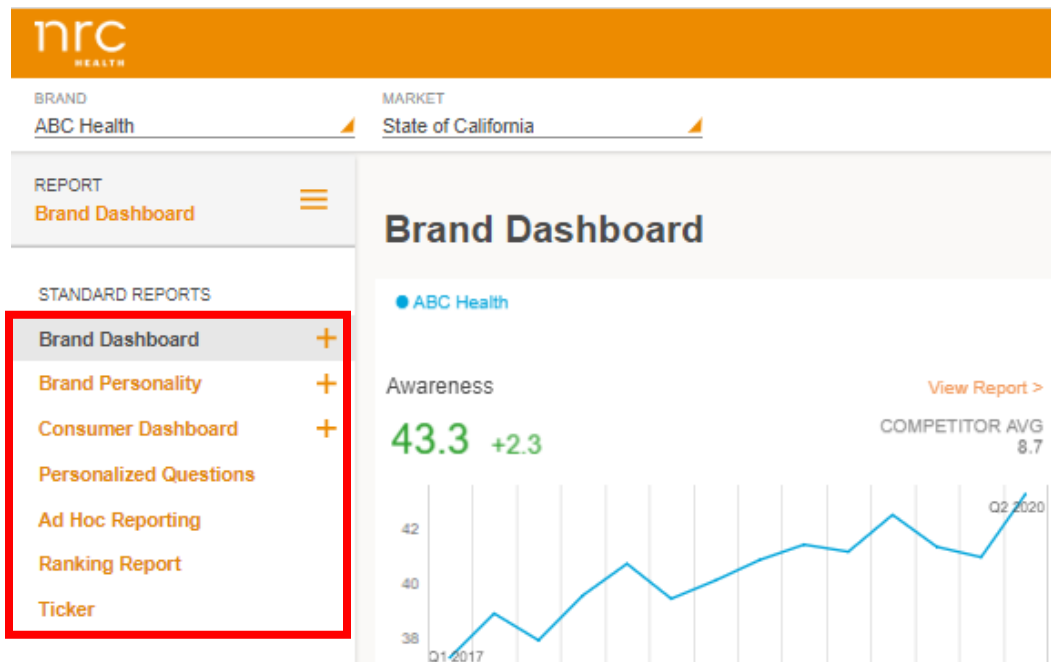
Brand <i>(How do you want the brand to show in the tool?)</i>	Facility <i>(What hospital or system will define this brand?)</i>	Competitors <i>(up to 5)</i>	Markets <i>(In what geography do you want to be able to view data for this brand?)</i>
ABC Health System	ABC Health System	Competitor Health System 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 Division	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

The Dashboards

Market Insights Reporting Resources Website: <https://nrchealth.com/market-insights-reporting-resources/>

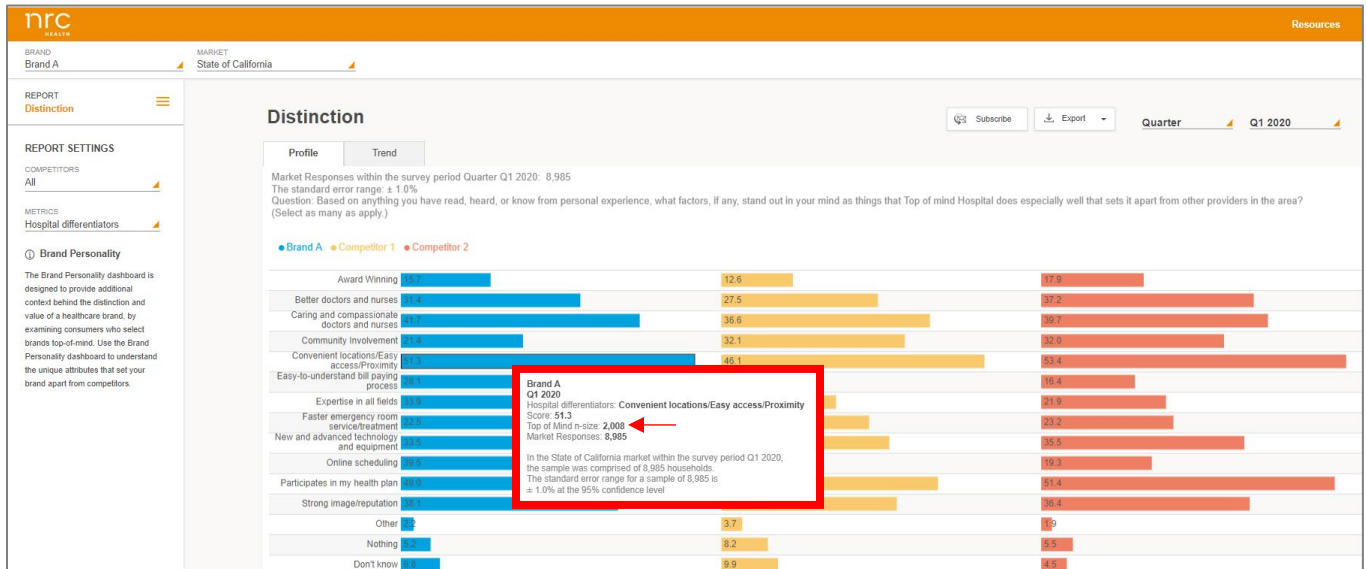
Click on Instructional Resources for a short video training session for each dashboard, plus other how-to guides.

- Brand Dashboard
 - High-level summary of Market Insights' Key Performance Indicators (KPIs).
- Brand Personality
 - Shows the attributes that set your brand apart from competitors. This dashboard is based on top-of-mind mentions only.
- Consumer Dashboard
 - Based ONLY on the respondents in the selected market. These metrics are not specific to the selected brand.
- Personalized Questions (PQs) Dashboard
 - Can be used to trend and track custom questions defined by your organization.
- Ad Hoc Reporting
 - Can be used to filter metrics by demographics or show trends for multiple metrics at once.
- Ranking Report
 - Designed to show a market ranking view for the KPI metrics. Use this view as a supplement to the Brand Dashboard to track brands that may still capture market preference.
- Ticker Report
 - Shows the 10 metrics that have changed the most since the previous period. Use this to identify metrics which should be explored further.



Understanding Top of Mind (TOM) Metrics

TOM n-size is the number of respondents who choose your hospital/system as their TOM hospital/system on the Market Insights core survey. It differs from "Market Responses" and is called out in each data point as shown in this Tool Tip screenshot.



Top of Mind Hospital question: When you think of hospitals in your area, which one comes to mind first?

Scores for the below metrics are calculated using TOM N size.

Brand Personality

Distinction

→ Access

- TOM hospital makes it easy for me to access their services.

→ Familiarity

- How familiar are you with TOM hospital?

→ Brand Personality

- If TOM hospital were a person, how would you describe your relationship with them?

→ Differentiators

- What factors stand out as things TOM hospital does that set it apart from others?

→ Need

- TOM hospital offers services that meet my health and wellness needs.

→ Overall Quality

- How would you rate the overall quality of TOM hospital?

→ Unique/Different

- How unique/different is TOM hospital from other hospitals in the area?

Value

- Experience
 - How would you rate the most recent experience you have had with TOM hospital?
- Momentum
 - Describe TOM hospital based on your own experience.
- Image/Reputation
 - How would you rate the overall image/reputation of TOM hospital?
- Motivation
 - How strongly do you feel about using TOM hospital?
- Relevance
 - How relevant is TOM hospital to you personally?
- Used in past 3 years
 - Have you or a household member used TOM hospital for any services in the last three years?

Loyalty Index

- Brand Score
 - How would you rate the overall image/reputation of [brand]?
- Engagement
 - In which ways have you interacted with [brand]?
- Need
 - [Brand] offers services that meet my health and wellness needs.
- Access
 - [Brand] makes it easy for me to access their services.
- Motivation
 - Which of the following best describes how strong you feel about using [brand]?
- Experience
 - On a scale of 0 being the worst and 10 being the best, how would you rate the most recent experience you have had with [brand]?
- NPS
 - How likely would you be to recommend [brand] to a friend or family member?