

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.

nrc			Resources
	MARKET State of California		
REPORT E	Distinction		🛱 Subscribe 🕹 Export 👻 Quarter 🖌 Q1 2020 🖌
REPORT SETUROS Al MINOR MIN	Profile Trend Market Responses within the survey period Quarter The standard error range ± 10% Question: flased on anything you have read, heard, (Select as many as apply) • Brand A = Competitor 1 • Brand A = Competitor 1 • Competitor 2 Award Winning 15.7 • Better doctors and market Carling and compassionities are readed.	01 2020: 8,985 or know from personal experience, what factors, if any, stand out in your mind as things that Top of mind 12.0 27.5 36.0	Hospital does especially well that sets it apart from other providers in the area?
	Community involvement 214 Conventient (Vacality 57) Easy-to-understand bit paying 244 Easy-to-understand bit paying 244 Easy-to-understand bit paying 244 Easy-to-understand bit paying 244 Faster emergency room New and advanced (excitotory) ass Online scheduling 245 Online scheduling 245 Participates im y health plan 246 Strong image/regulation 241	32.1 36.1 Horpstol differentiators: Convenient locations/Easy access/Proximity Score: 51.3 Top of Mm of scize: 2,008 Martel Response: 8,958 In the State of California market within the survey period 01.2020, the sample was comprised of 8,956 is 1 of wat the 95% contidence level 1 of wat the 95% contidence level	228 53.4 16.4 23.2 25.5 19.3 81.4 25.4
	Other 22 Nothing 62	37 82	19 55
	Don't know 8.8	9.9	4.5

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
 - o If TOM hospital were a person, how would you describe your relationship with them?
- → Differentiators
 - What factors stand our 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?
- \rightarrow 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
 - \circ In which ways have you interacted with [brand]?
- \rightarrow Need
 - $\circ~$ [Brand] offers services that meet my health and wellness needs.
- → Access
 - o [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
 - \circ How likely would you be to recommend [brand] to a friend or family member?