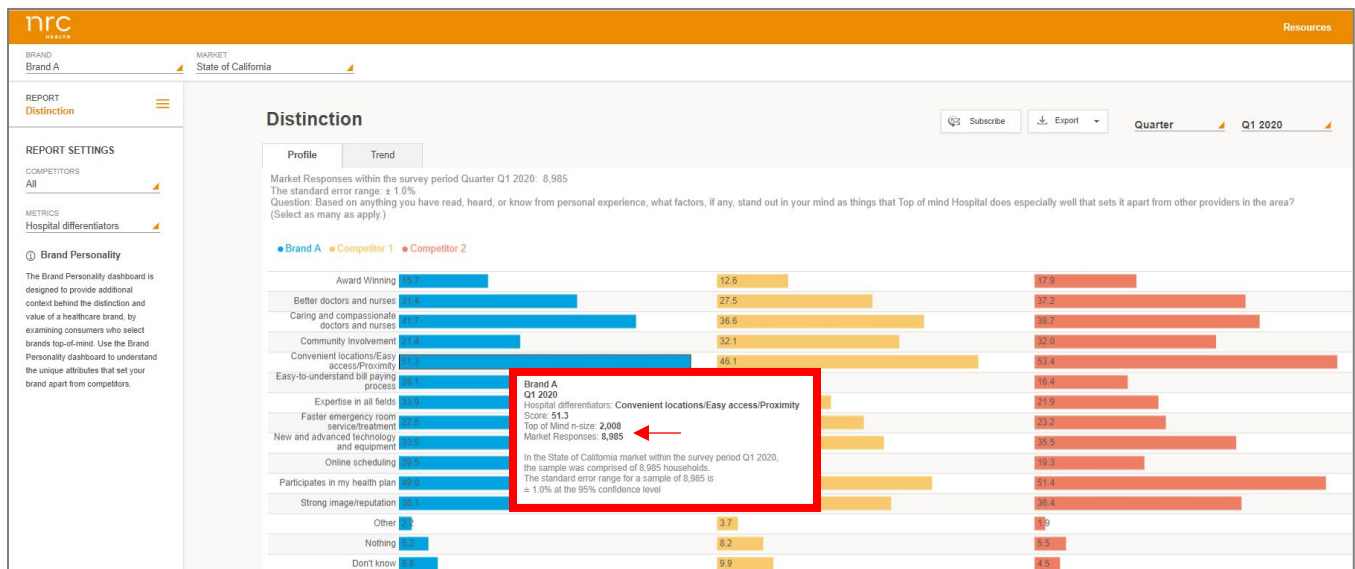


Market Insights: Understanding Top of Mind (TOM) Metrics

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?