

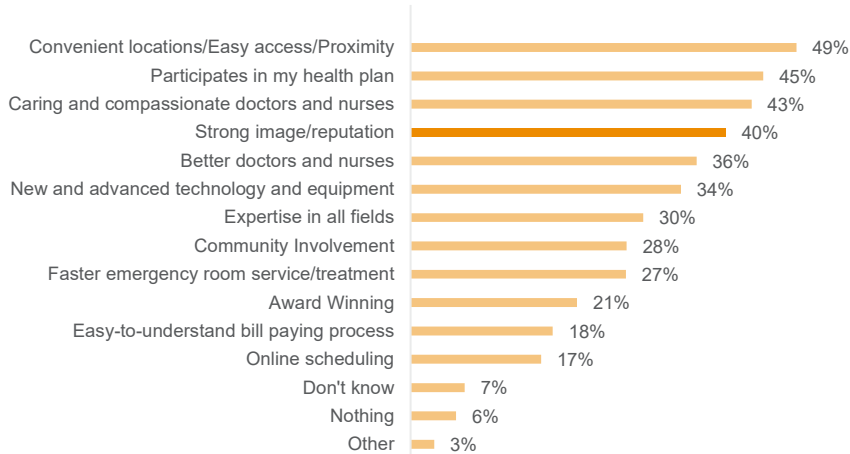
NRC HEALTH MARKET INSIGHTS – APRIL 2021

Insight of the Month: Reputation

A strong reputation is important for consumers. When choosing a hospital for an overnight stay, 85% say that the reputation of the hospital is important/very important. As shown in the graph below (left), 40% of consumers feel that a strong reputation is something that sets a facility apart from others. Finally, 37% of consumers say that a strong reputation/brand drive their loyalty to a hospital or health system.

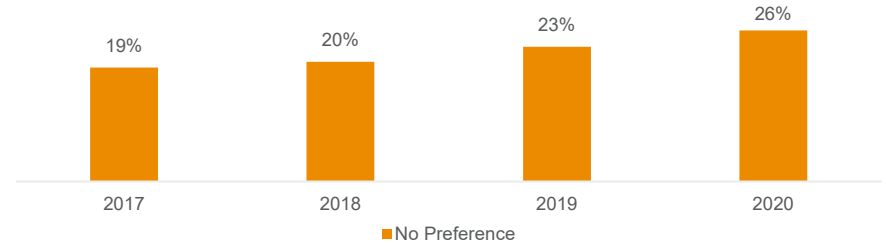
Differentiators

Q) Based on anything you have read or 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 set(s) it apart from other providers in the area? (Select all that apply.)



Image/Reputation

Q) What is your first-choice hospital/facility for...



A growing number of consumers do not have a preference the best image/reputation in the market, up 7% from 2017 to 2020. The rise in no preference is part of the larger trend discussed last month and could be an indication of consumers feeling that all healthcare is the same.

Targeted marketing that shows a distinct and strong reputation will be key in both setting a system apart from others and driving loyalty to a health system.