

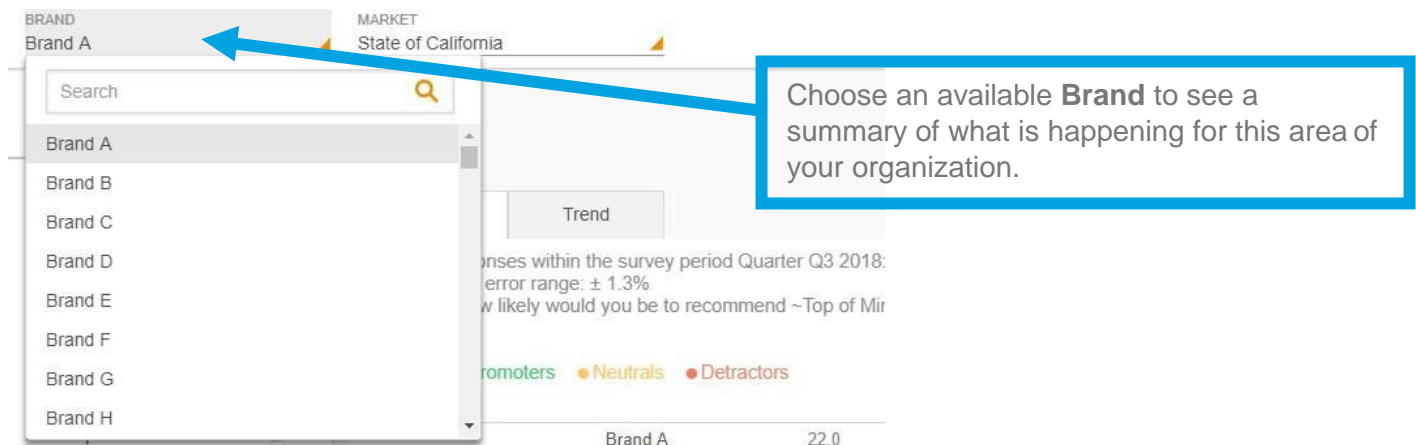
Brand Dashboard

The Brand Dashboard displays a high-level summary of brand performance. The dashboard shows six main KPIs: Awareness, Recall, Image, Preference, NPS, and Loyalty Index. Use the Brand Dashboard to uncover trends and areas to dig deeper.

HOW TO NAVIGATE THE DASHBOARD

Selecting your Brand

Your organization has the opportunity to determine how you want to represent your **brand**. You may want to show your entire health system (aggregate level), individual facilities, and/or additional groupings. When viewing the brand dashboard, you can toggle between these different brands.



Additional brands can be added upon request.

Selecting your Market

Upon selecting your brand, your organization has the opportunity to determine the market in which you want to see your brand represented. The amount of markets you may have listed are unlimited, but they are based upon state, county codes and/or zip codes.

The screenshot shows a dashboard interface with a sidebar on the left containing sections like 'REPORT NPS', 'REPORT SETTINGS', 'COMPETITORS All', 'METRICS All', and 'TOP OF MIND MENTION First Top-of-Mind Mention'. The main content area has a 'MARKET' dropdown menu open, listing states from Alabama to Florida. 'State of California' is selected and highlighted. A blue callout box with a white background and blue border contains the text: 'Choose an available **Market** to choose the market you wish to see your brand represented.' Below the dropdown, a table shows competitor data:

Competitor	Value
Competitor 1	11.2
Competitor 2	17.7

Additional markets can be added upon request.

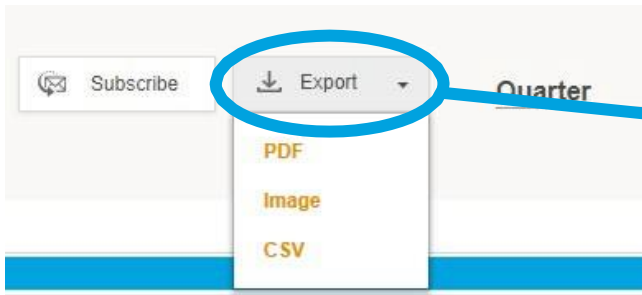
Selecting your Time Period

Your organization has the opportunity to determine the time period reflecting within your dashboard. This allows you to choose the amount of time represented in each data point (month, quarter, year, etc.) as well as the last time period that should be shown.

The screenshot shows a dashboard interface with a 'Quarter' dropdown menu open, listing options: Month, Quarter, Biannual, Year, FQ (July), FQ (Septemb...), FQ (October), and FY (July). 'Q3 2018' is selected. A blue callout box with a white background and blue border contains the text: 'Choose a **Time Period** to determine how much data should reflect in each data point, as well as the last date that should be included in the reporting period.' Below the dropdown, a bar chart shows data points for two categories: 25.7 and 28.0.

Exporting your Data

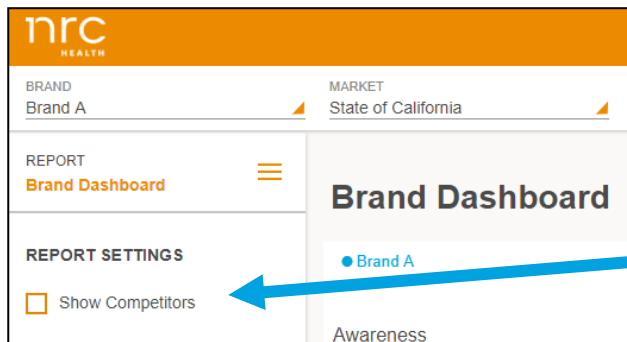
All dashboard information may be exported into a number of different formats, including: PDF, Image and CSV.



Select 'Export to PDF', 'Export to Image' or 'Export to CSV' to export dashboard data into the format of your choice.

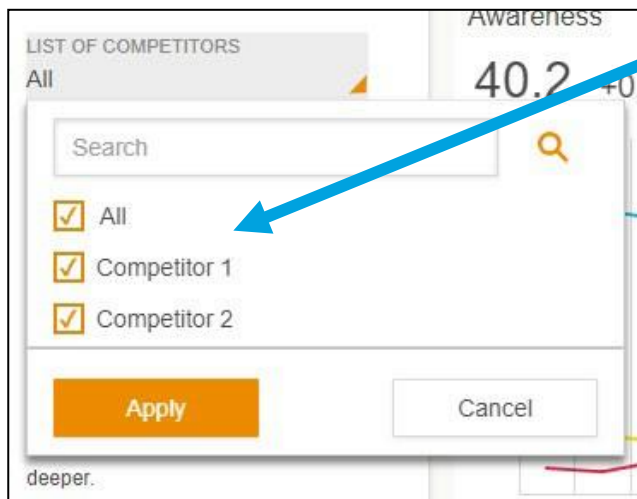
Showing/Hiding Competitor Data

Your organization has the opportunity to pre-select up to five competitors per entity per market. This allows you to see how your brands are doing in comparison with their direct peers. Competitor data, by default, is hidden. You may elect to show the competitor data or hide data.



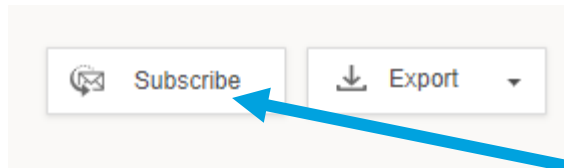
Select 'Show Competitors' to include competitor data within your dashboard.

After selecting 'Show Competitors', click 'List of Competitors' to pick and choose which competitors you would like to have reflected in your dashboard.

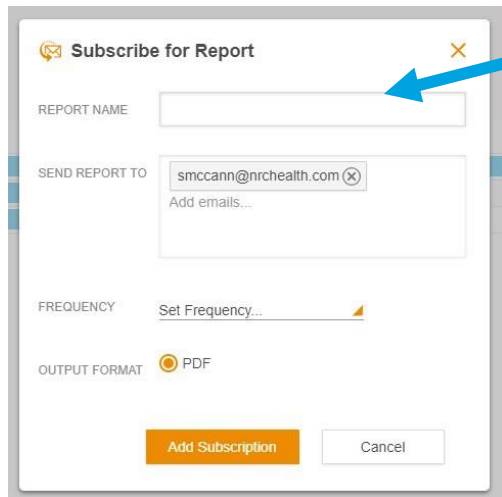


Subscribing to the Dashboard

Each user has the opportunity to set up dashboard **subscriptions** – which allow the dashboard to be emailed directly to selected users per your preferred frequency.

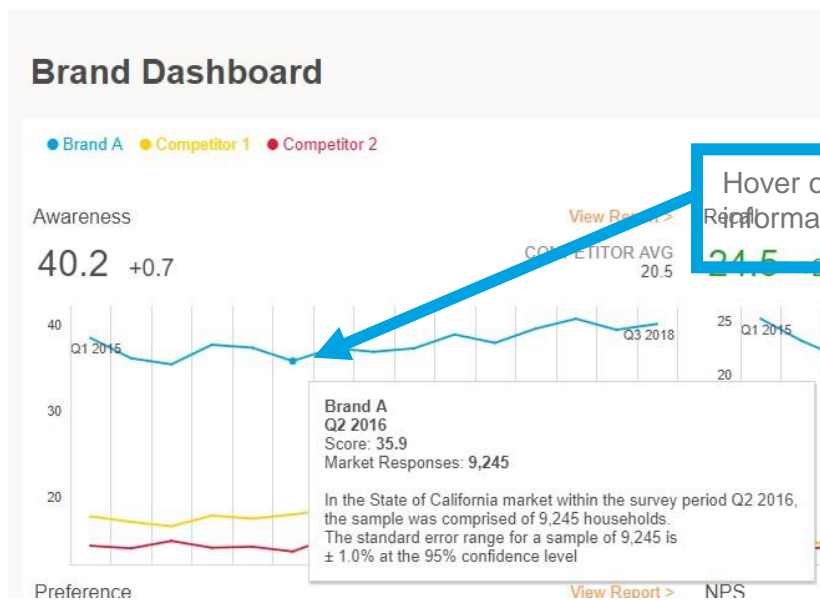


Select '**Subscribe**' to set up subscriptions for yourself and your team. Choose who the report should be sent to, how frequently, and what format is most appropriate.

A screenshot of the 'Subscribe for Report' form. It includes fields for 'REPORT NAME', 'SEND REPORT TO' (with an email address 'smccann@nrhealth.com' and an 'Add emails...' link), 'FREQUENCY' (with a 'Set Frequency...' dropdown), and 'OUTPUT FORMAT' (with 'PDF' selected). At the bottom are 'Add Subscription' and 'Cancel' buttons.

Reviewing Data Points

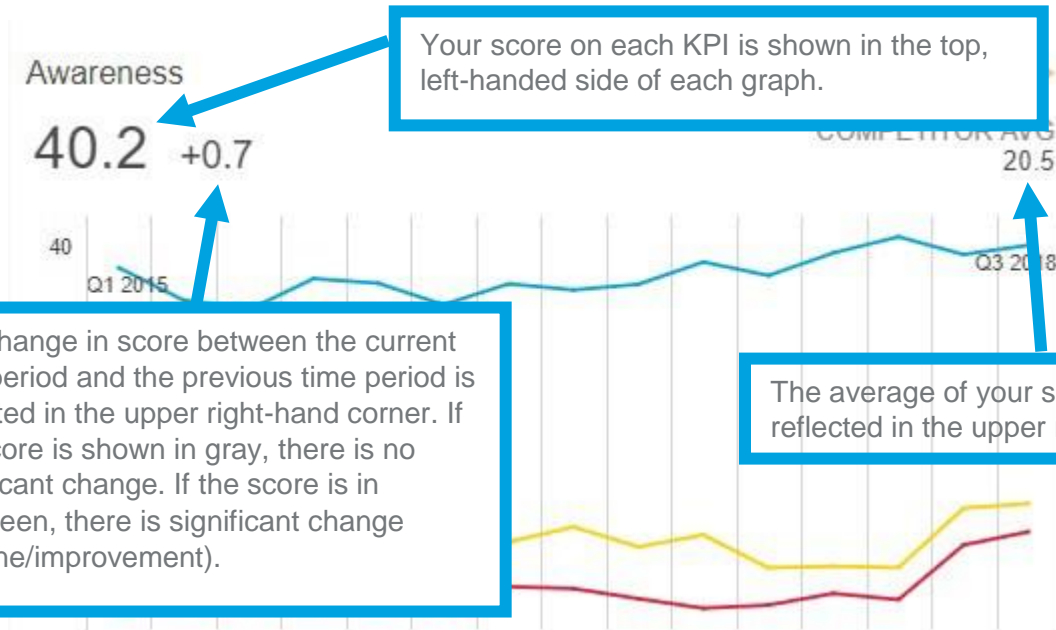
Each KPI is represented in a separate graph. Within the graphs, you may view each given time period's data by hovering over each data point. Each data point allows you to see the brand, timeframe, your brand score, total market responses and standard error ranges.



Hover over any data point to be provided with information specific to that point in time.

Interpreting the Data

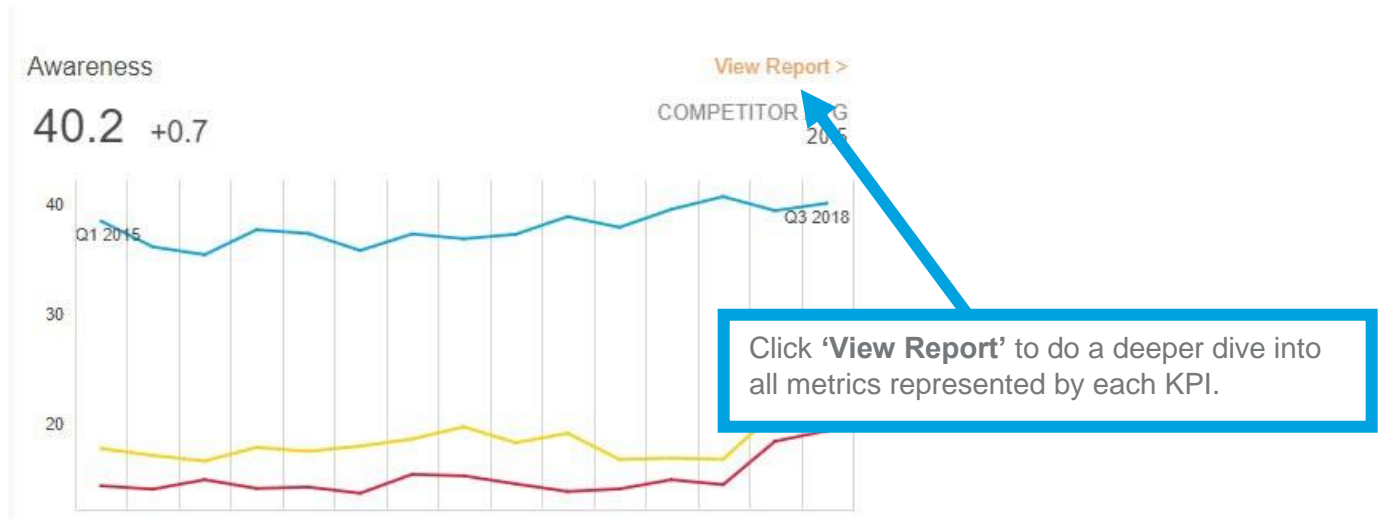
Each KPI graph provides information regarding score, change from previous time periods, and competitor averages. While each KPI represents different metrics, all graphs can be interpreted in the same way.



HOW TO REVIEW DETAILED KPI DATA WITHIN THE DASHBOARD

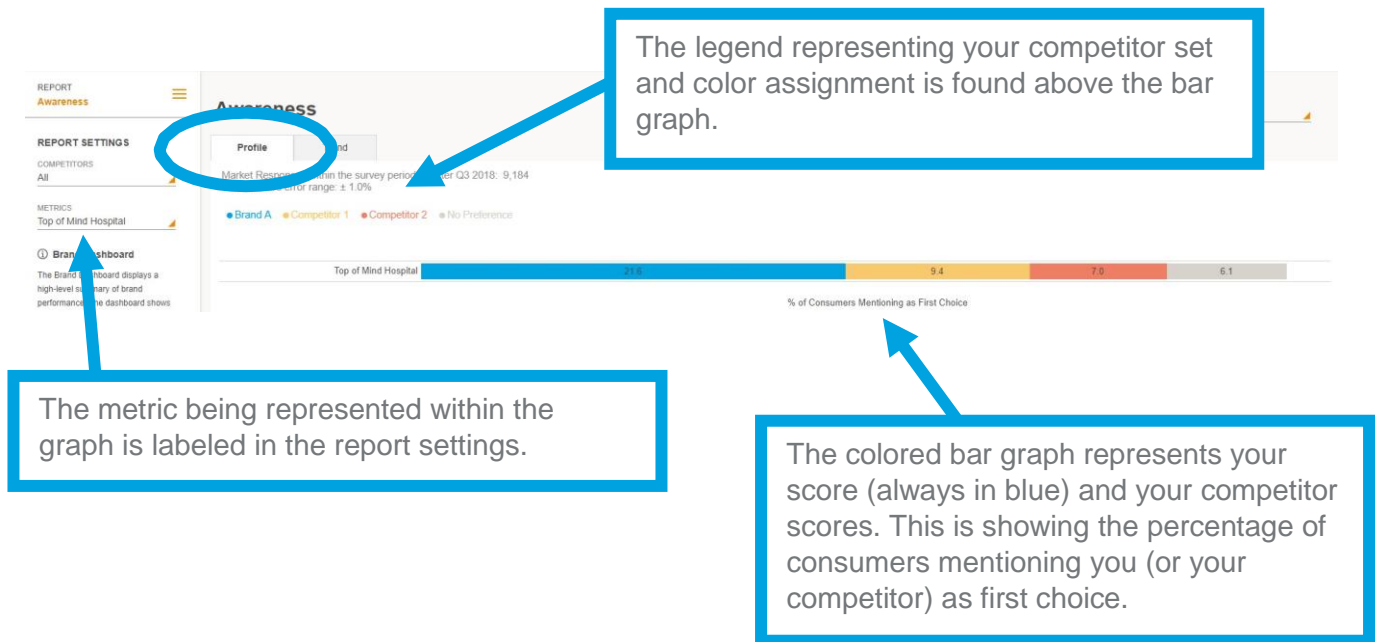
Reviewing Detailed KPI Metrics

The first four metrics outlined within the Brand Dashboard have multiple metrics that encompass the score reflected in your graph. To review these metrics in greater detail, you may see a detailed view of all pertaining information.



Understanding the Profile View

The profile view allows you to see one or more default metrics making up the KPI's score. Also included in this view are all scores from within your selected competitor set.



Updating the Profile View

The profile view can be customized/alterred as needed from the default view. To make any changes, click on the drop down menu on the left side of your screen beneath '**Report Settings**', and select '**Competitors**' or '**Metrics**' to make updates.

REPORT SETTINGS

COMPETITORS

All

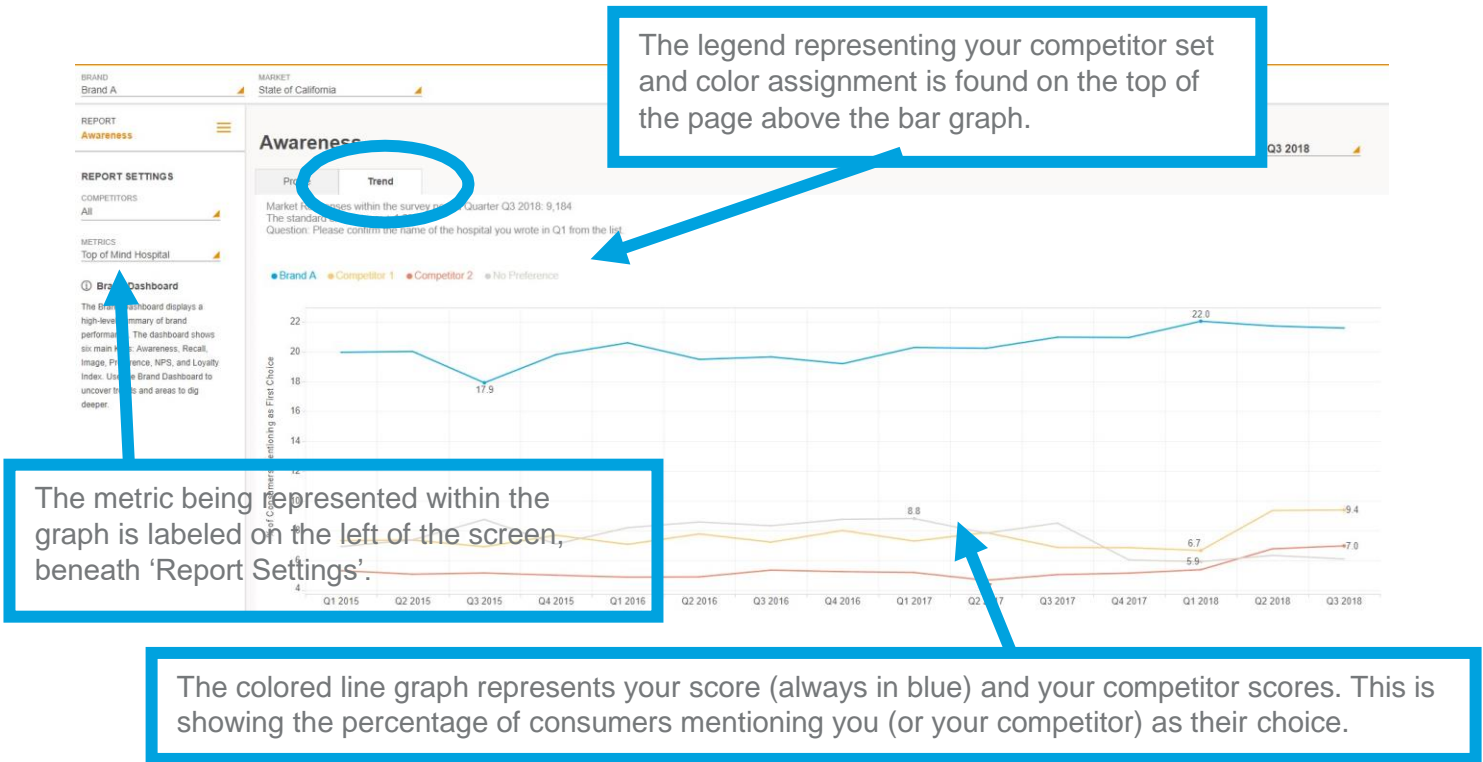
METRICS

Top of Mind Hospital

Click on the drop down menu to toggle between different competitors and metrics.

Understanding the Trend View

The trend view allows you to see trending (over your selected timeframe) for one metric making up the KPI's score. Also included in this view are all scores from within your selected competitor set.



Updating the Trend View

The trend view can be customized/alterd as needed from the default view. To make any changes, click on the pencil icon on the top, right-hand corner of the 'Metrics' and/or 'Competitor Set' sections.

REPORT SETTINGS

COMPETITORS

All

METRICS

Top of Mind Hospital

Click on the drop down menu to toggle between different competitors and metrics.