

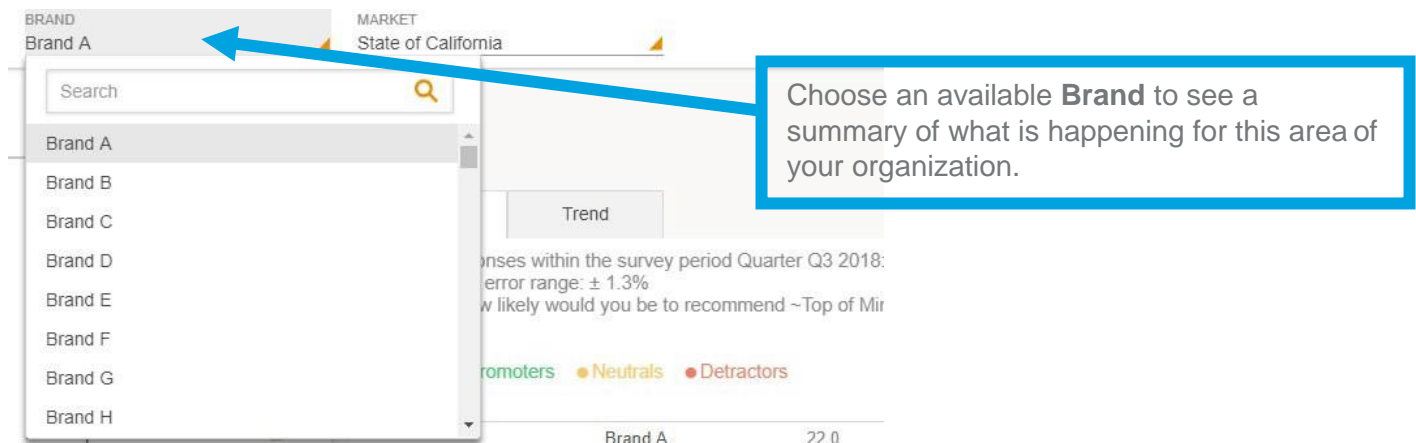
Brand Personality Dashboard

The Brand Personality Dashboard is designed to provide additional context behind the distinction and value of a healthcare brand, by examining consumers who select brands top-of-mind. Use the Brand Personality Dashboard to understand the unique attributes that set your brand apart from competitors.

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 area displays a 'MARKET' dropdown menu with 'State of California' selected. Below the dropdown is a search bar and a list of states including Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, and Florida. A callout box with a blue border contains the text: 'Choose an available **Market** to choose the market you wish to see your brand represented.'

Additional markets can be added upon request.

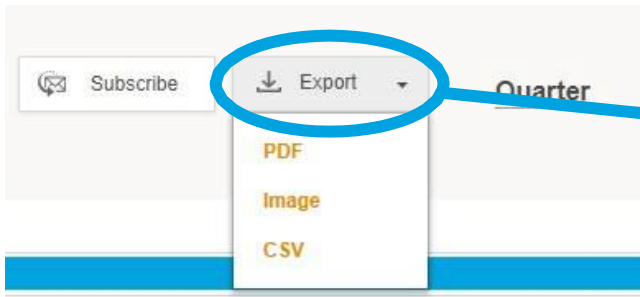
Selecting your Time Period

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, displaying options: Month, Quarter, Biannual, Year, FQ (July), FQ (Septemb...), FQ (October), and FY (July). The selected option is 'Q3 2018'. A callout box with a 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.'

Exporting your Data

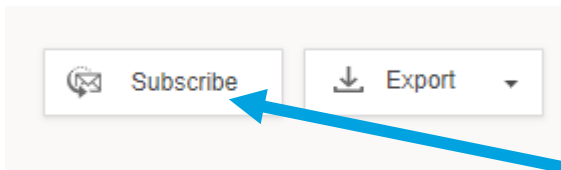
All dashboard information may be exported into a number of different formats, including: PDF, Image and CSV.



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

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.

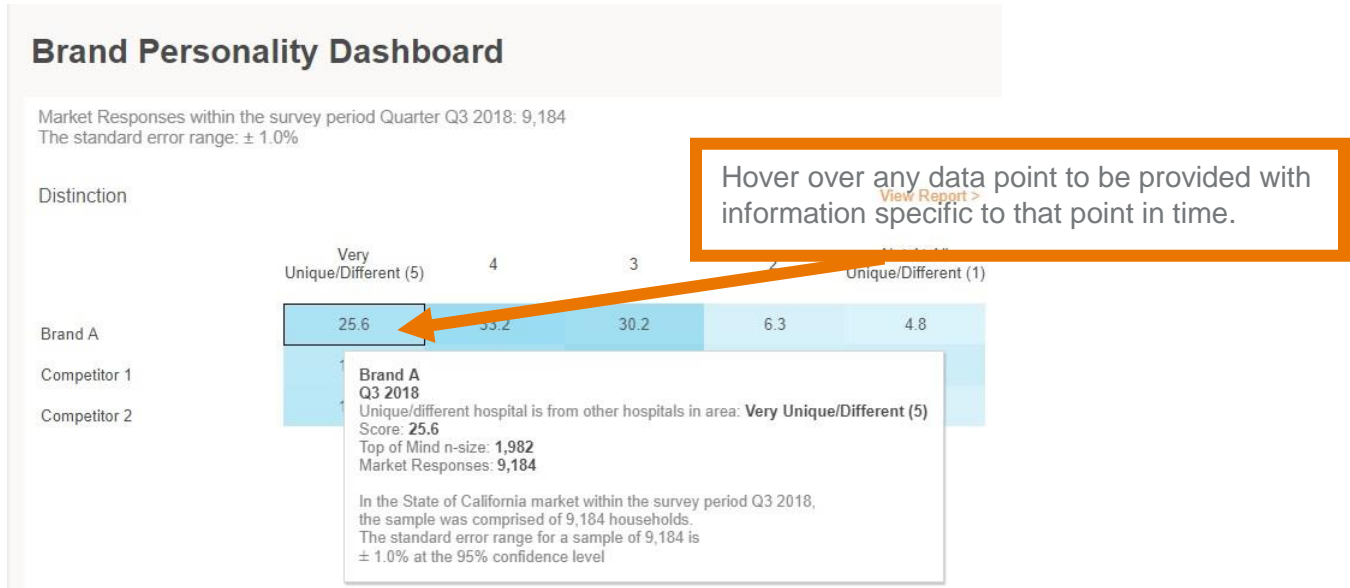
A screenshot of a dialog box titled 'Subscribe for Report'. It contains the following fields and options:

- REPORT NAME: A text input field.
- SEND REPORT TO: A text input field containing 'smccann@nrchealth.com' with a close icon (X) to its right. Below it is a link that says 'Add emails...'.
- FREQUENCY: A dropdown menu with the text 'Set Frequency...' and a small arrow icon.
- OUTPUT FORMAT: A radio button selected next to 'PDF'.
- At the bottom, there are two buttons: 'Add Subscription' (orange) and 'Cancel' (white).

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.

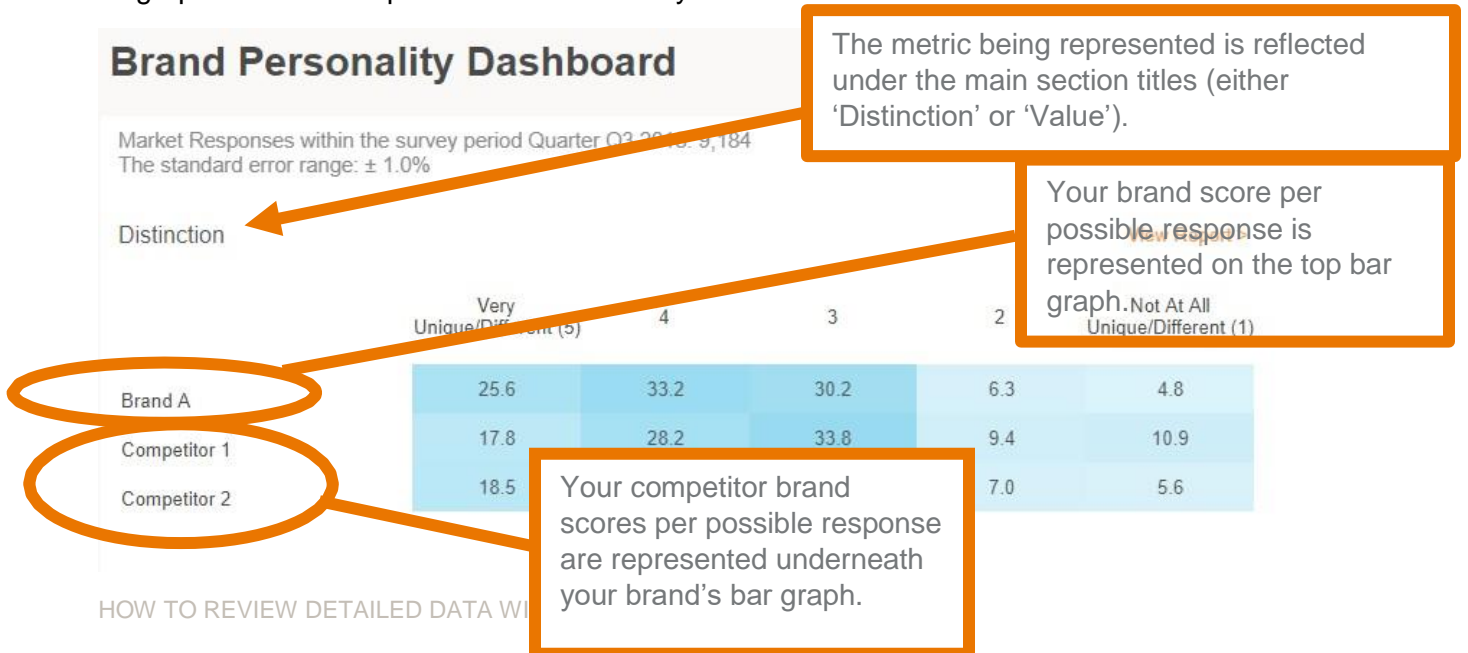
Reviewing Data Points

Each metric is represented in a separate graph. Within the bar graphs, you may view each given time period's data by hovering over each section. Each data point allows you to see your brand, timeframe, the metric of review, your brand score, top of mind n-size, total market responses and standard error ranges.



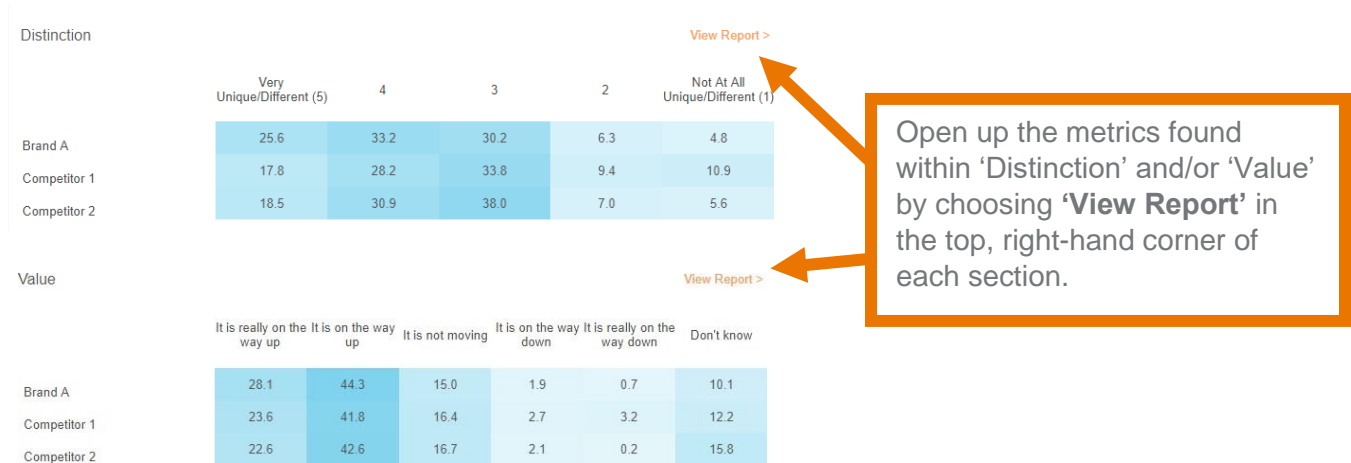
Interpreting the Data

Each metric's graph provides information regarding all response options, your score per option, and relative competitor information for the same metric. While each graph represents different metrics, all graphs can be interpreted in the same way.



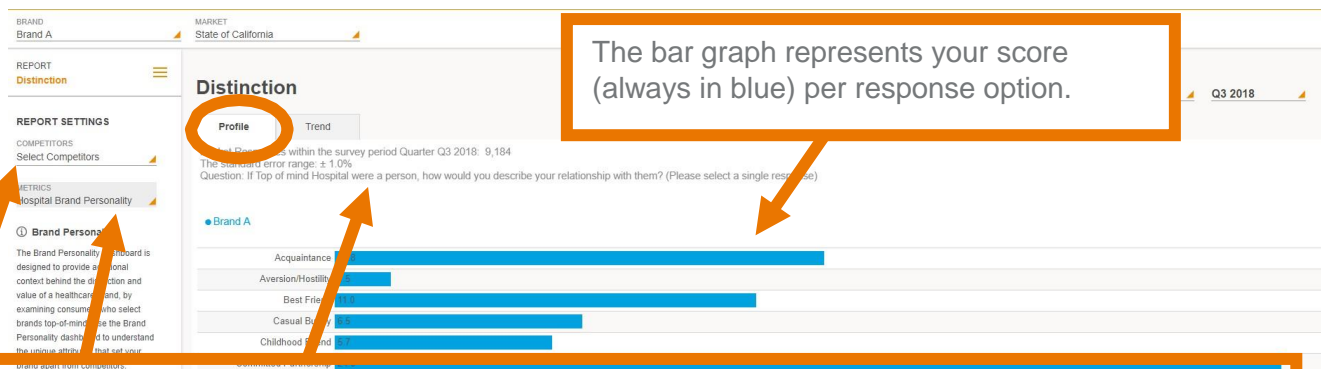
Reviewing Detailed Distinction/Value Metrics

The two main sections highlighted in this dashboard are 'Distinction' and 'Value'. Each encompasses a number of independent metrics. To review these in greater detail, you may open up the full listing of metrics in each section. To see the listing, simply click on the magnifying glass icon.



Understanding the Profile View

The profile view allows you to see one or more default metrics making up the 'Distinction'/'Value' section. The default view does not include information from your competitor set, but this may be added at your discretion.



You have the opportunity to add in any competitor/s you wish from your competitor set by selecting them in this list beneath 'Report Settings'.

The metric being represented within the graph is labeled on the left hand side of the screen beneath 'Report Settings'. The full version of the question is found at the top of the report, above the bar graph.

Updating the Profile View

The profile view can be customized/alterred 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

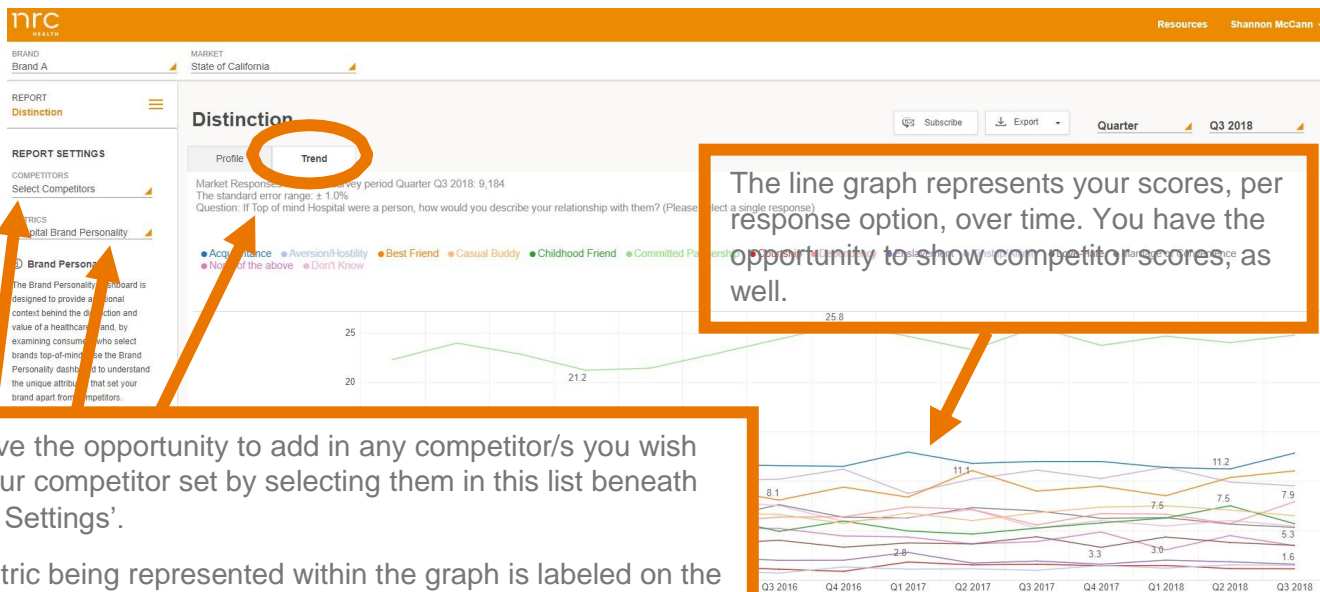
METRICS

Top of Mind Hospital

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

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.



You have the opportunity to add in any competitor/s you wish from your competitor set by selecting them in this list beneath 'Report Settings'.

The metric being represented within the graph is labeled on the left hand side of the screen beneath 'Report Settings'. The full version of the question is found at the top of the report, above the line graph.

