

## Consumer Dashboard

The Consumer Dashboard is designed to provide a summary of psychographics and demographics at an overall market level. Key sections include demographic profiles, health profiles, consumer behaviors and communication behaviors. Use the Consumer Dashboard to truly understand what makes consumers in your markets tick.

### 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.

BRAND  
Brand A

MARKET  
State of California

Search

Brand A  
Brand B  
Brand C  
Brand D  
Brand E  
Brand F  
Brand G  
Brand H

Trend

Responses within the survey period Quarter Q3 2018:  
error range: ± 1.3%  
How likely would you be to recommend ~Top of Mir

Promoters ● Neutrals ● Detractors

Brand A 22.0

Choose an available **Brand** to see a summary of what is happening for this area of your organization.

*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 for 'REPORT NPS', 'REPORT SETTINGS', 'COMPETITORS All', 'METRICS All', and 'TOP OF MIND MENTION First Top-of-Mind Mention'. The main content area shows a 'MARKET' dropdown menu with 'State of California' selected. Below the dropdown, a table displays competitor data:

Competitor	Value
Competitor 1	11.2
Competitor 2	17.7

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'. Below the dropdown, a bar chart shows data points for two categories: 25.7 and 28.0. 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."

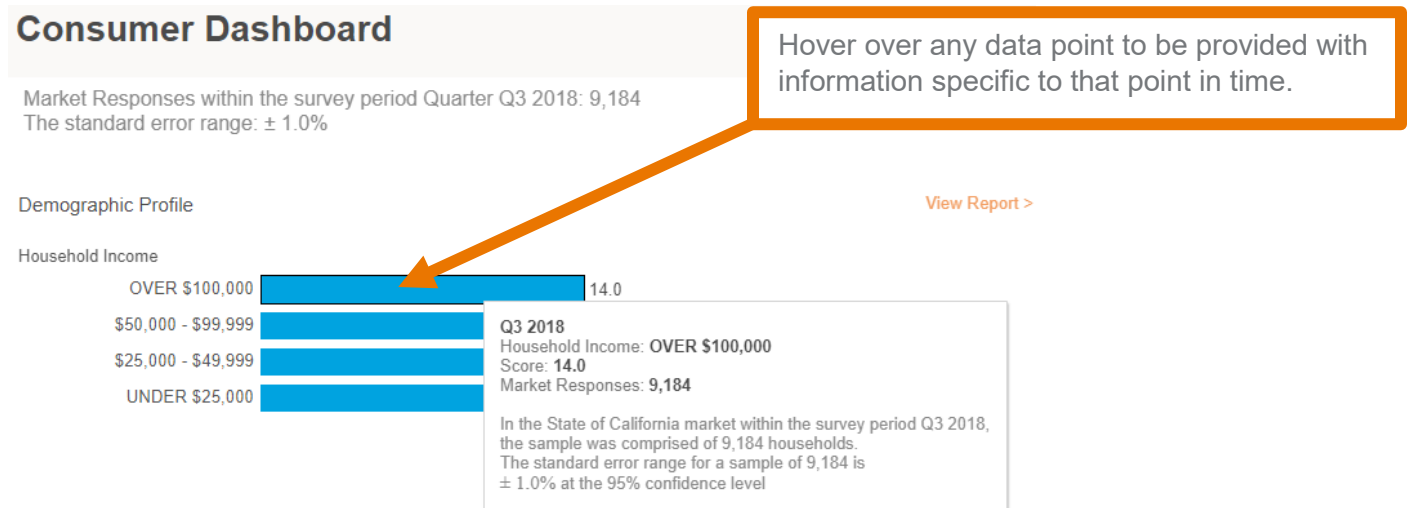
## Exporting your Data

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



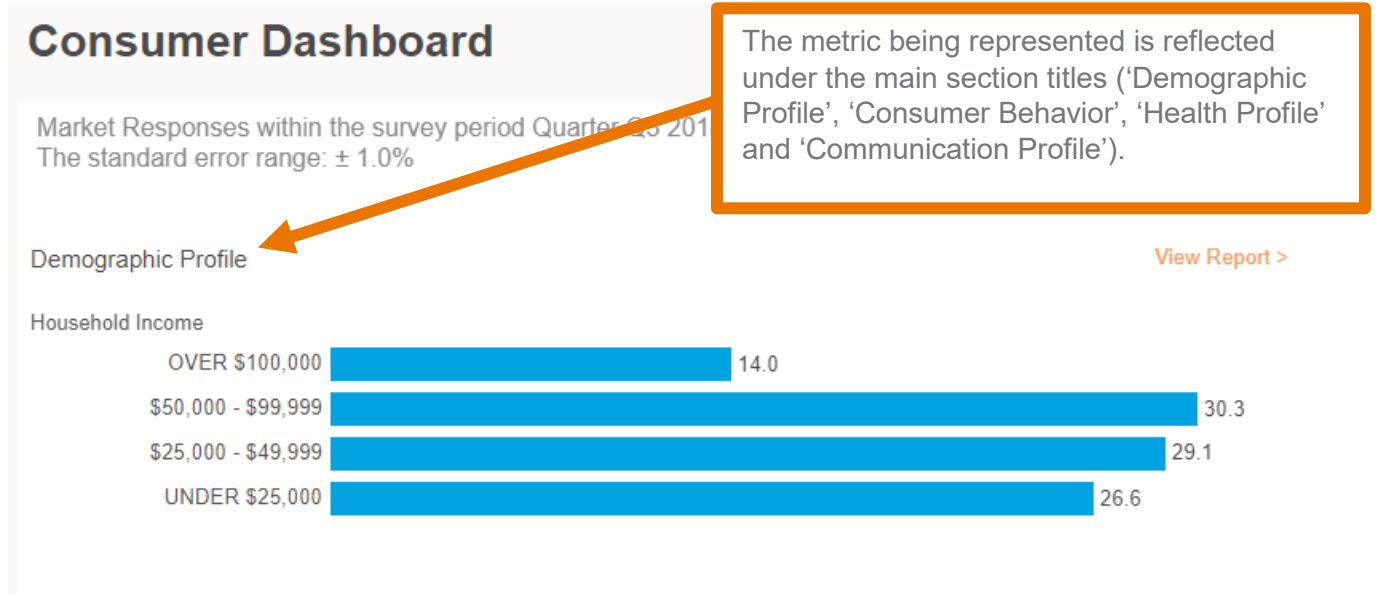
## Reviewing Data Points

Each metric is represented in a separate graph. Within the bar graphs, you may view the timeframe, the metric of review, the response option selected across all consumers, total market responses and standard error ranges.



## Interpreting the Data

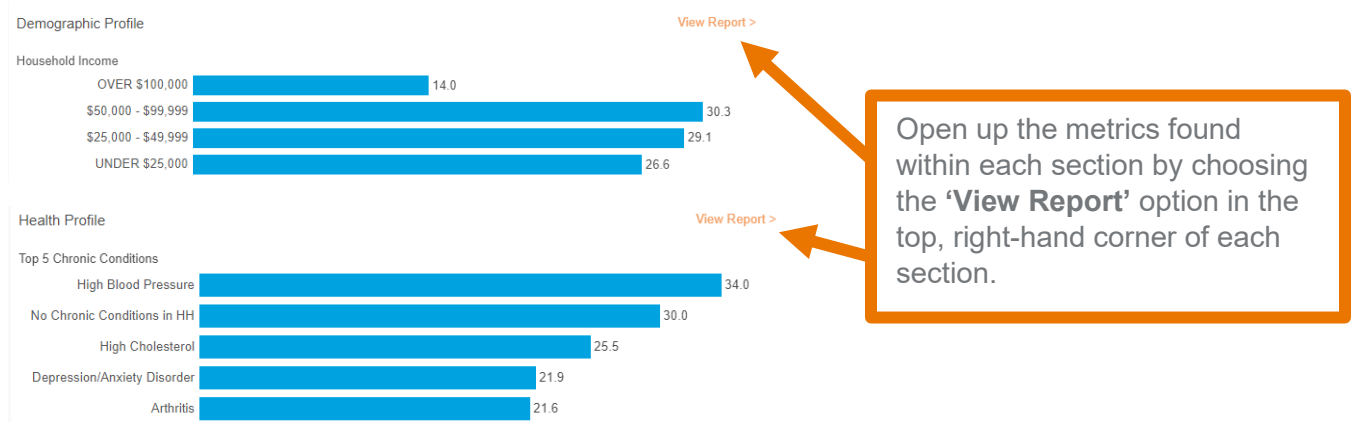
Each metric's graph provides information regarding all response options across all consumers. While each graph represents different metrics, all graphs can be interpreted in the same way.



HOW TO REVIEW DETAILED DATA WITHIN THE CONSUMER DASHBOARD

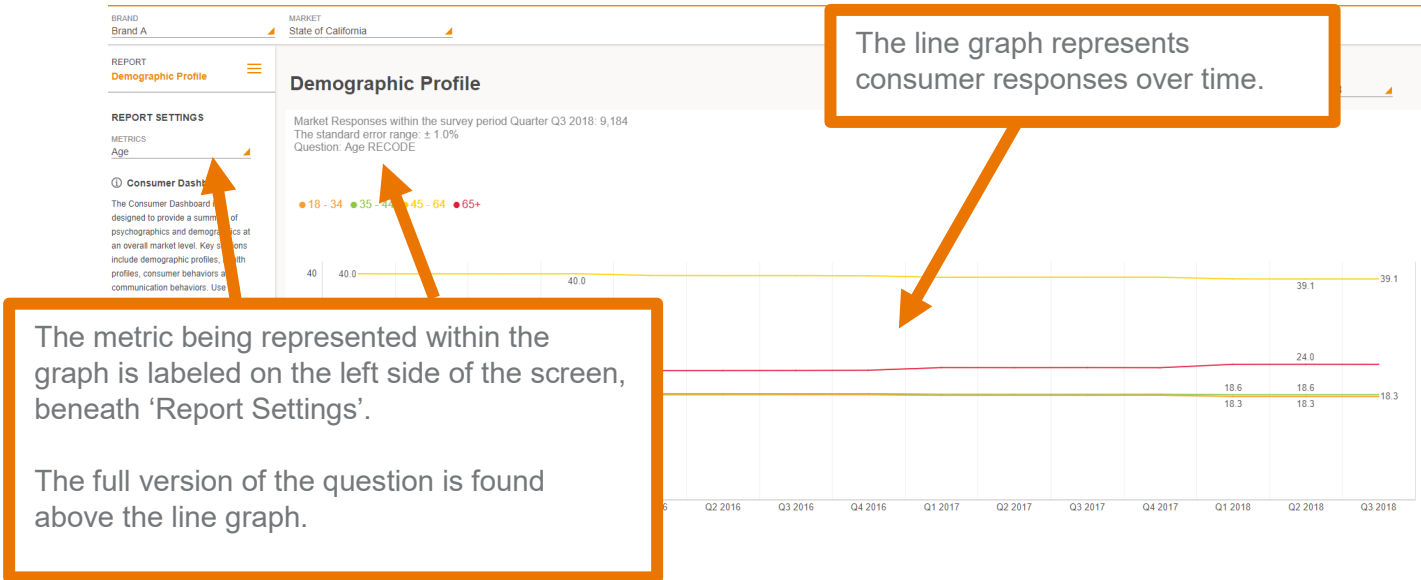
## Reviewing Detailed Metrics

The four main sections highlighted in this dashboard are 'Demographic Profile', 'Consumer Behavior', 'Health Status' and 'Communication Behavior'. 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 Data

The reporting view allows you to see trending (over your selected timeframe) for one metric making up the section's score.



## Updating the Trend View

The trend view can be customized/alterd as needed from the default view. To make any changes, click on the drop down menu on the left hand side of screen (beneath 'Report Settings'), and choose 'Metrics'.

