

wax



a monster in healthcare marketing

# Do Hospital Awards Drive Consumer Decisions?



Society for Health Care  
Strategy & Market  
Development<sup>SM</sup>

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# Your Presenters



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Wax Custom Communications

# Winner of Over 1,500 Awards ...

- ⦿ Healthcare Advertising Awards
- ⦿ Medical Marketing & Media Awards
- ⦿ Telly Awards
- ⦿ ADDY Awards
- ⦿ Pearl Awards
- ⦿ MarCom Awards
- ⦿ Communicator Awards
- ⦿ Hermes Creative Awards
- ⦿ Aster Awards
- ⦿ eHealthcare Leadership Awards
- ⦿ And more ...

**#1 award-winning  
agency since 2015  
at the Healthcare  
Advertising Awards**

Why are we **here**?

# Survey Methodology

## Who's Taking Your Survey

Our panels are representative of a diverse online population that voluntarily joined a program to take surveys.

When you choose the United States as your country, you're buying responses from our Contribute or Rewards panel. When you choose a country other than the United States, you're buying responses from our global panel.

[Expand all](#) | [Collapse all](#)

### ▼ Contribute and Rewards Panels

**SurveyMonkey Contribute** panelists take surveys for charity and a chance to win a sweepstakes prize.

**Rewards** panelists earn credits for completing surveys which they can redeem for gift cards or donate to charity.

All panelists share demographic info about themselves like gender, age, and region, and other targeting attributes you might be interested in, like cell phone usage or job type.

We balance Contribute and Rewards panels according to census data of age and gender.

### ▶ Global Panel



National Healthcare Consumer Survey: Hospital Awards and Recognitions

1. Rate the importance of each hospital award program that you are familiar with (5 being "very important" and 1 being "not important").

Healthgrades

1 (Not Important)

2

3

4

5 (Very Important)

N/A (Not Familiar)

U.S. News & World Report

1 (Not Important)

# Survey Methodology



## Calculate your margin of error

Population size ?

325,700,000

Confidence level (%) ?

95

Sample size ?

1,000

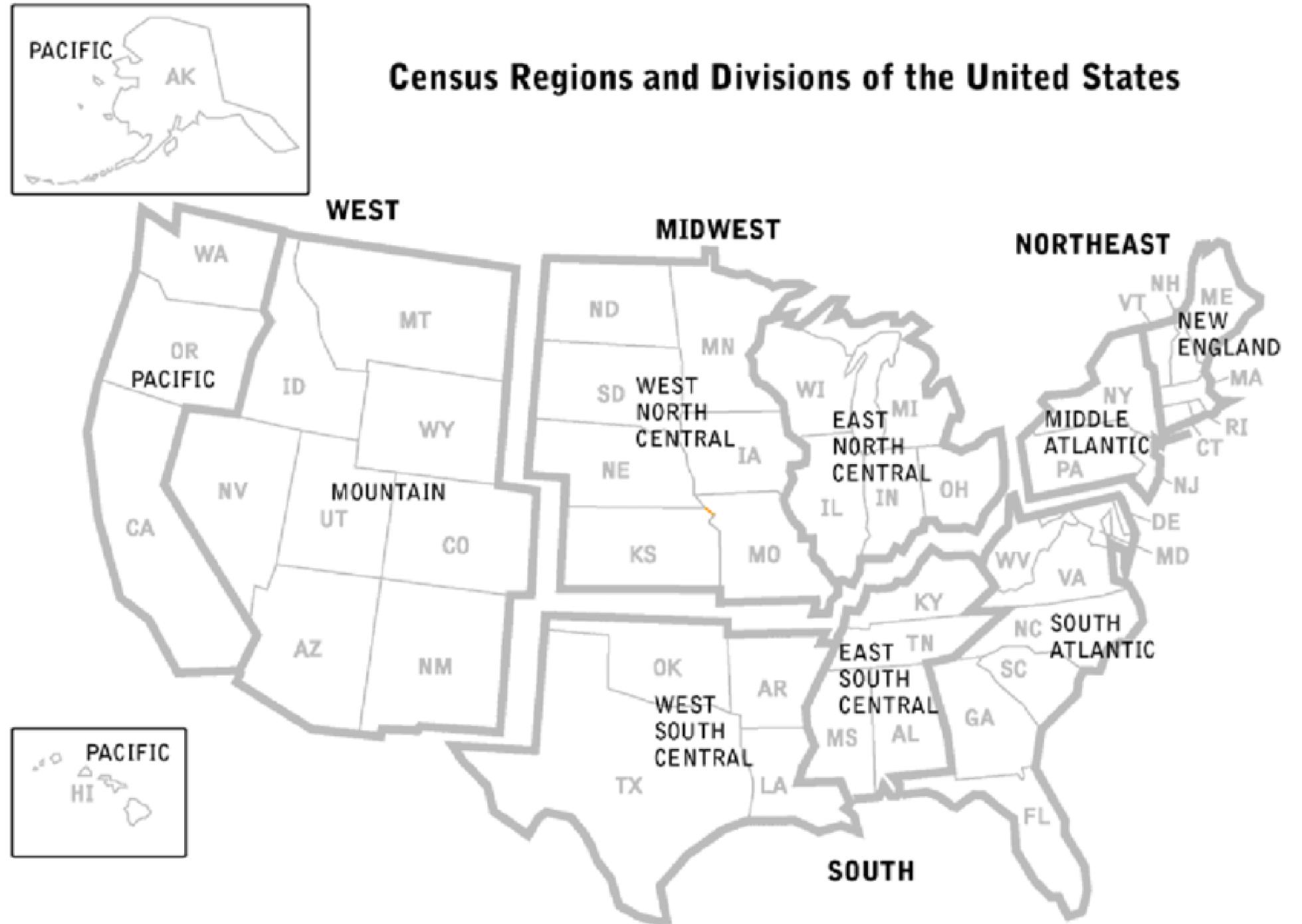
Margin of error

**3%**

1,000+  
respondents

# Survey Methodology

Four  
U.S. regions



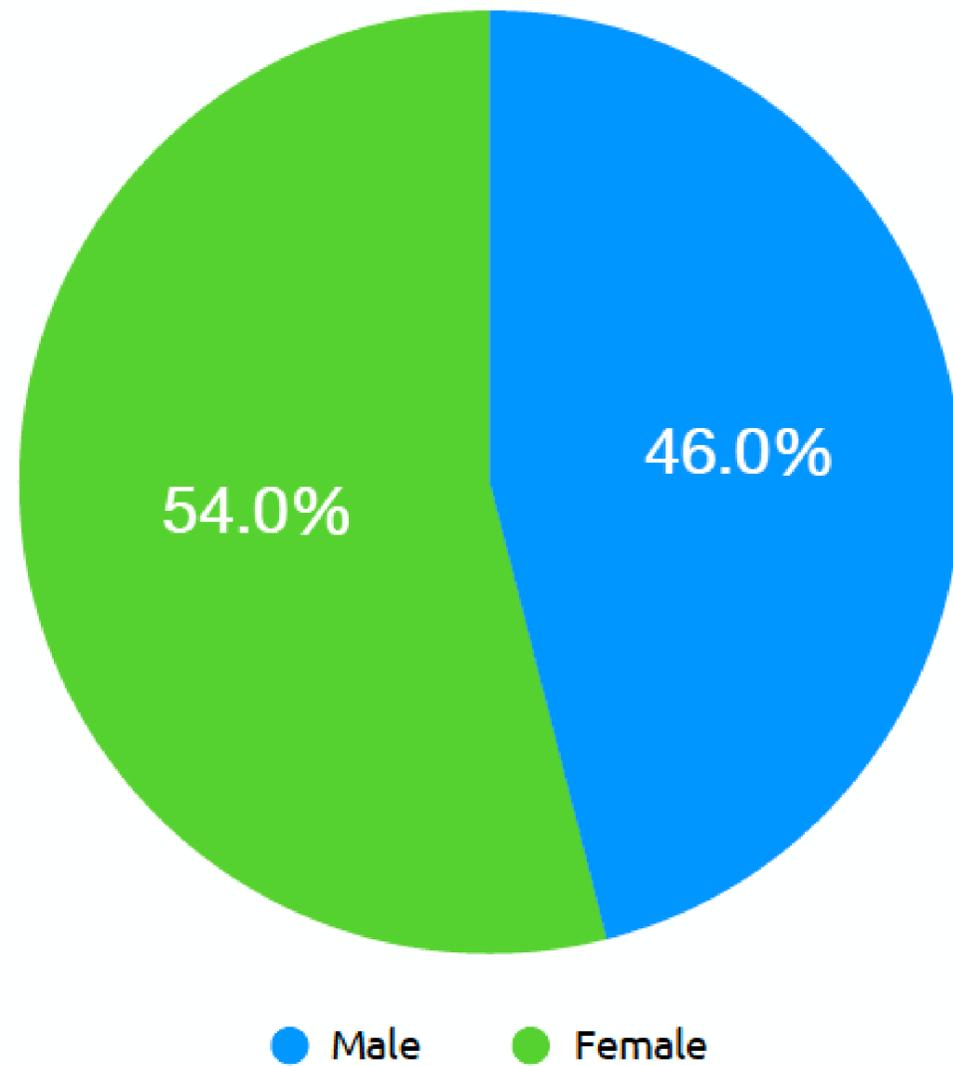
# Survey Methodology



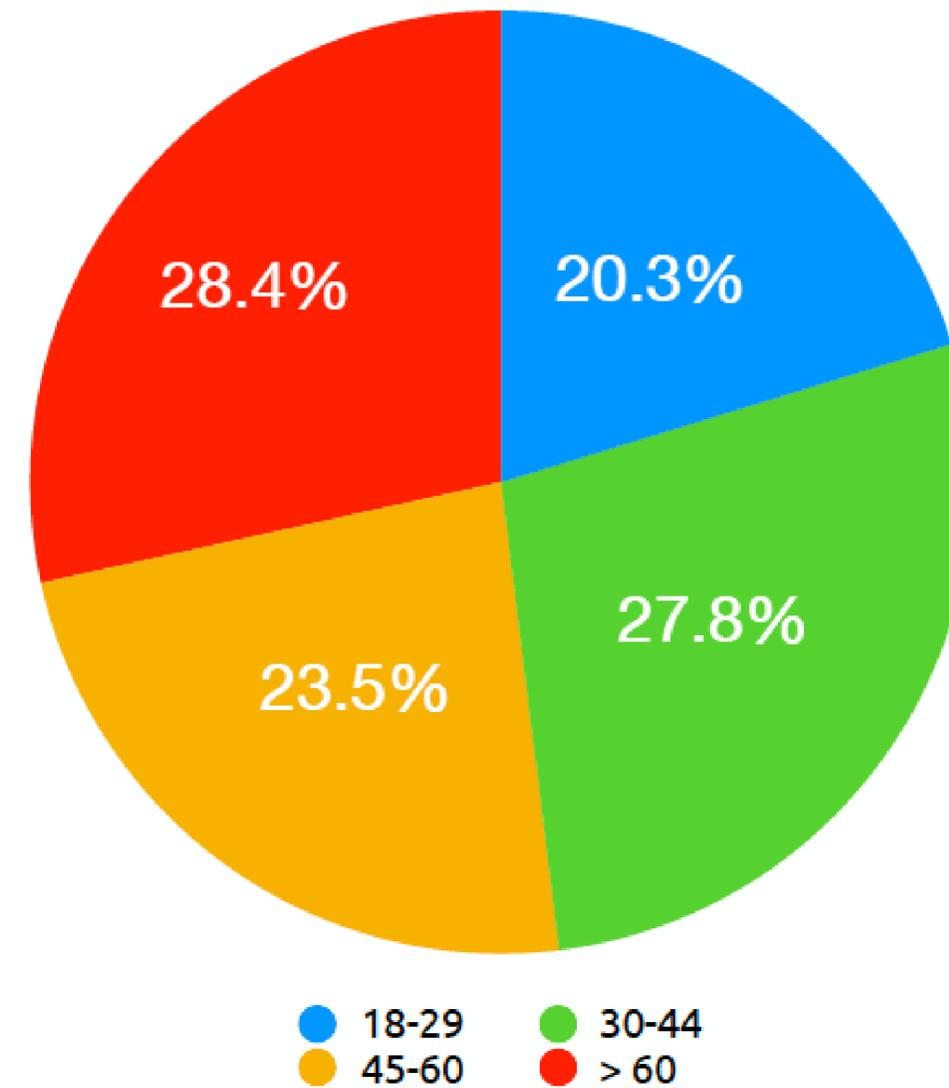
Cross-tabulation  
by demographics

# Respondent Profile

Gender

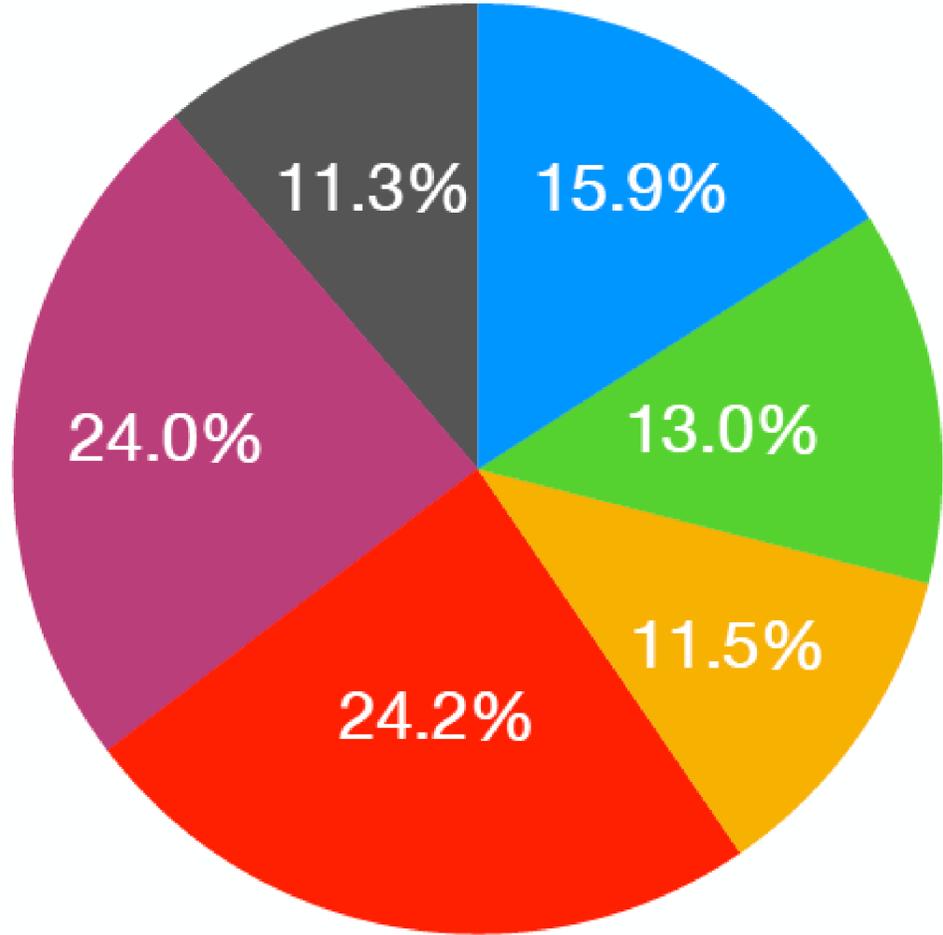


Age Group



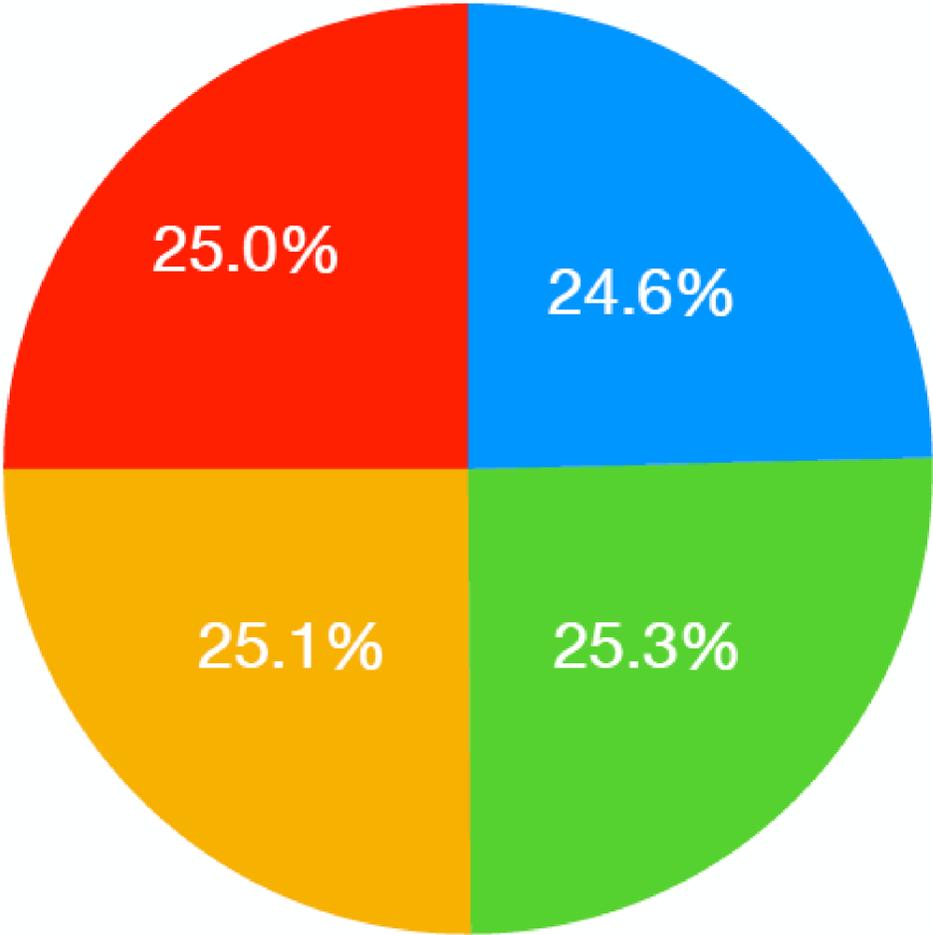
# Respondent Profile

Income



- Less than \$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000 or more
- Preferred not to answer

Geography



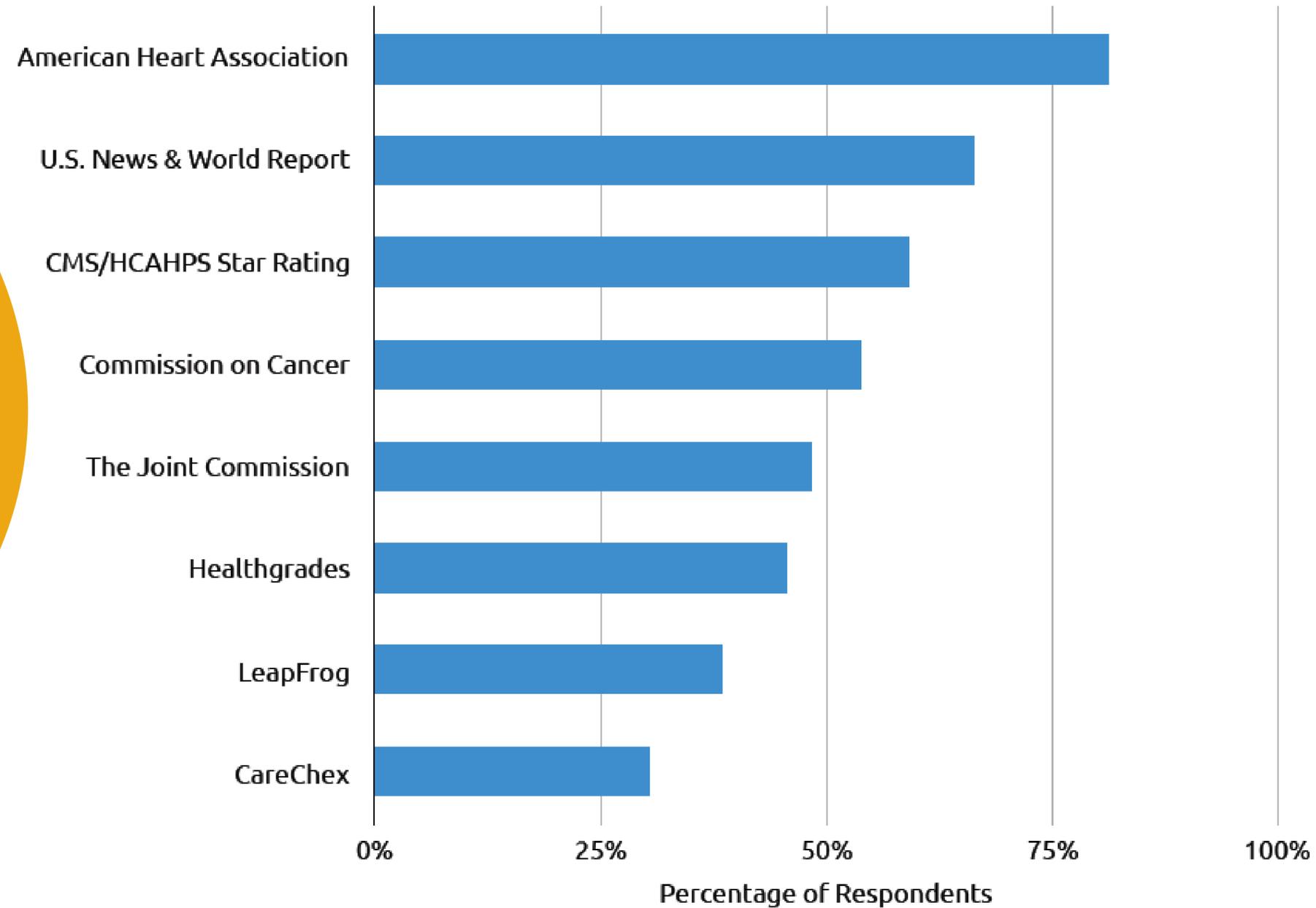
- Midwest
- Northeast
- South
- West

**What we learned.**

# Awards Familiarity

54% of respondents are not familiar with Healthgrades

Award Familiarity – Nationwide



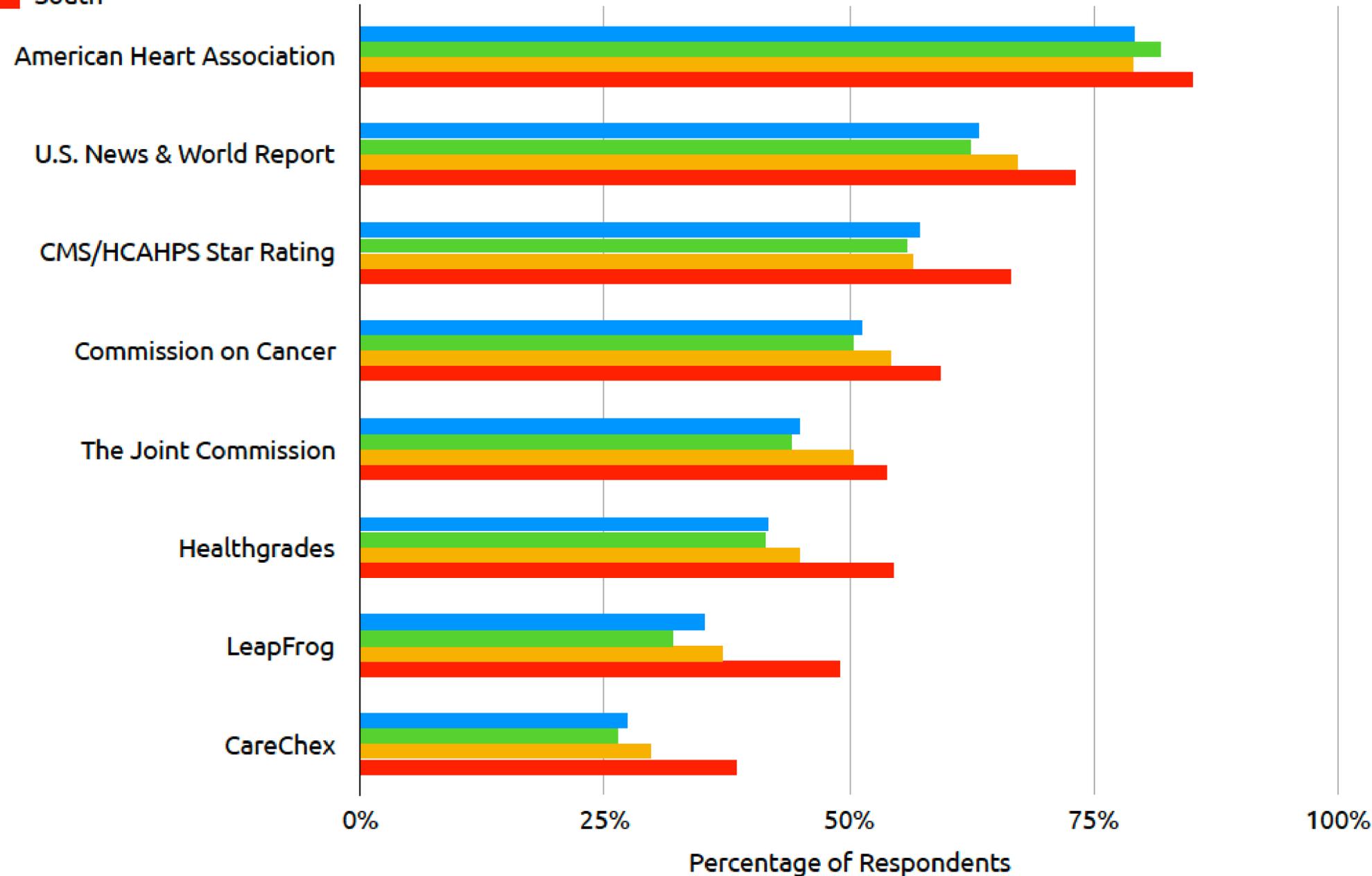
American Heart Association was ranked most familiar & important

66% of respondents are familiar with U.S. News & World Report

# Familiarity by Region

- Midwest
- West
- Northeast
- South

Award Familiarity – By Region

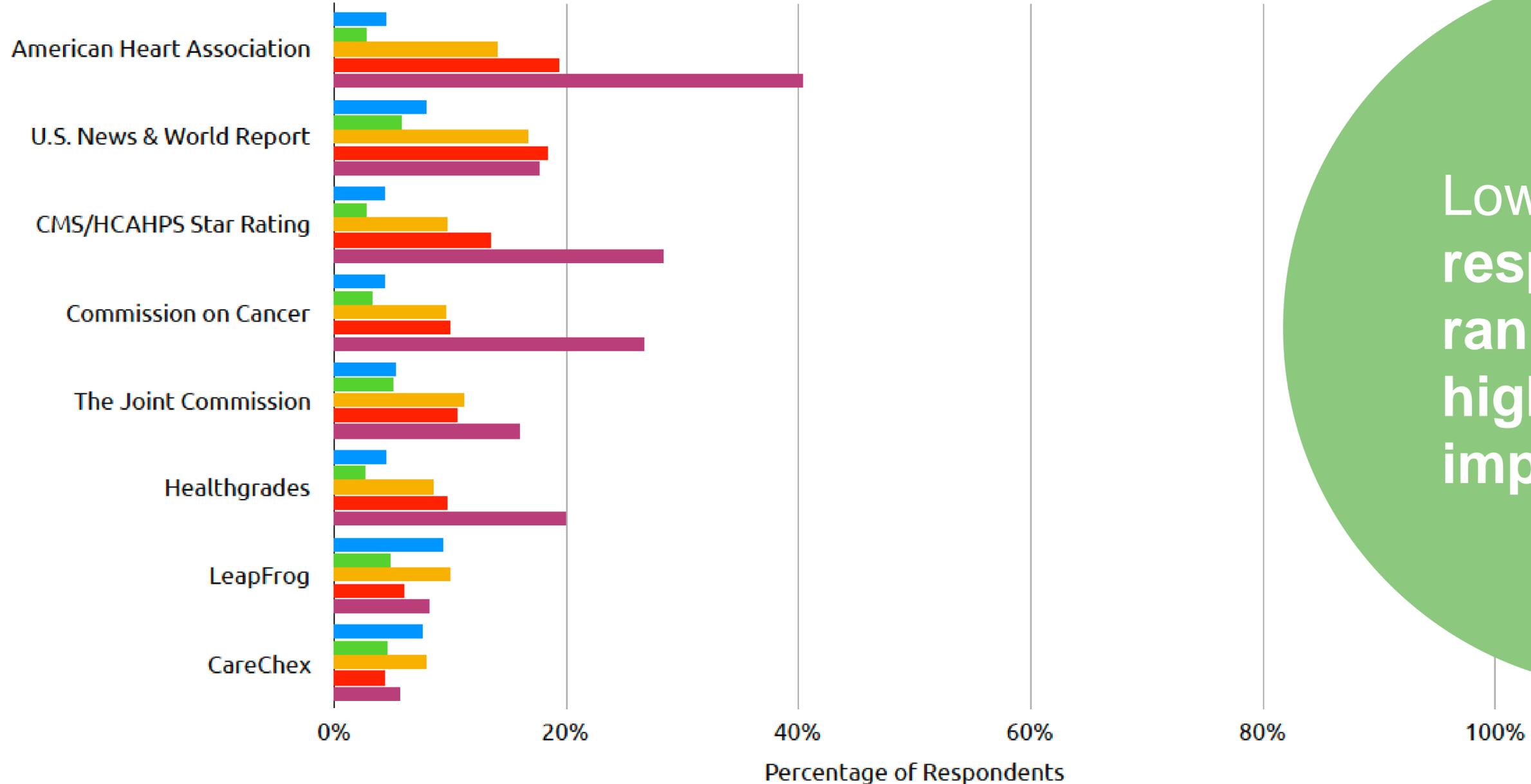


**Southerners were more familiar with awards & ranked them higher in importance**

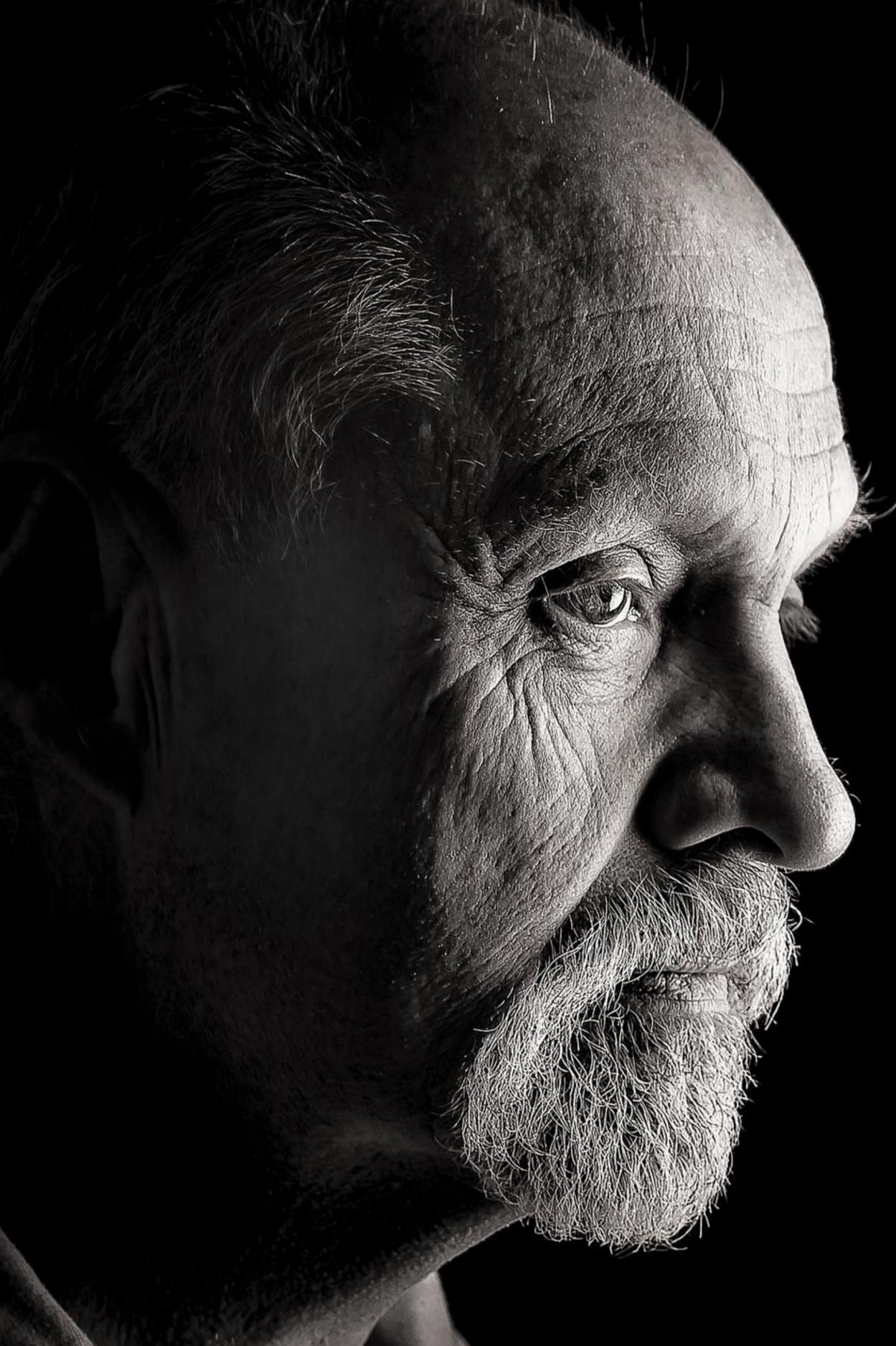
# Importance Index

- 1 (Not Important)
- 2
- 3
- 4
- 5 (Very Important)

Awards Rated by Level of Importance on a 1-5 Scale (1 being "Least Important"; 5 being "Most Important") – Nationwide\*

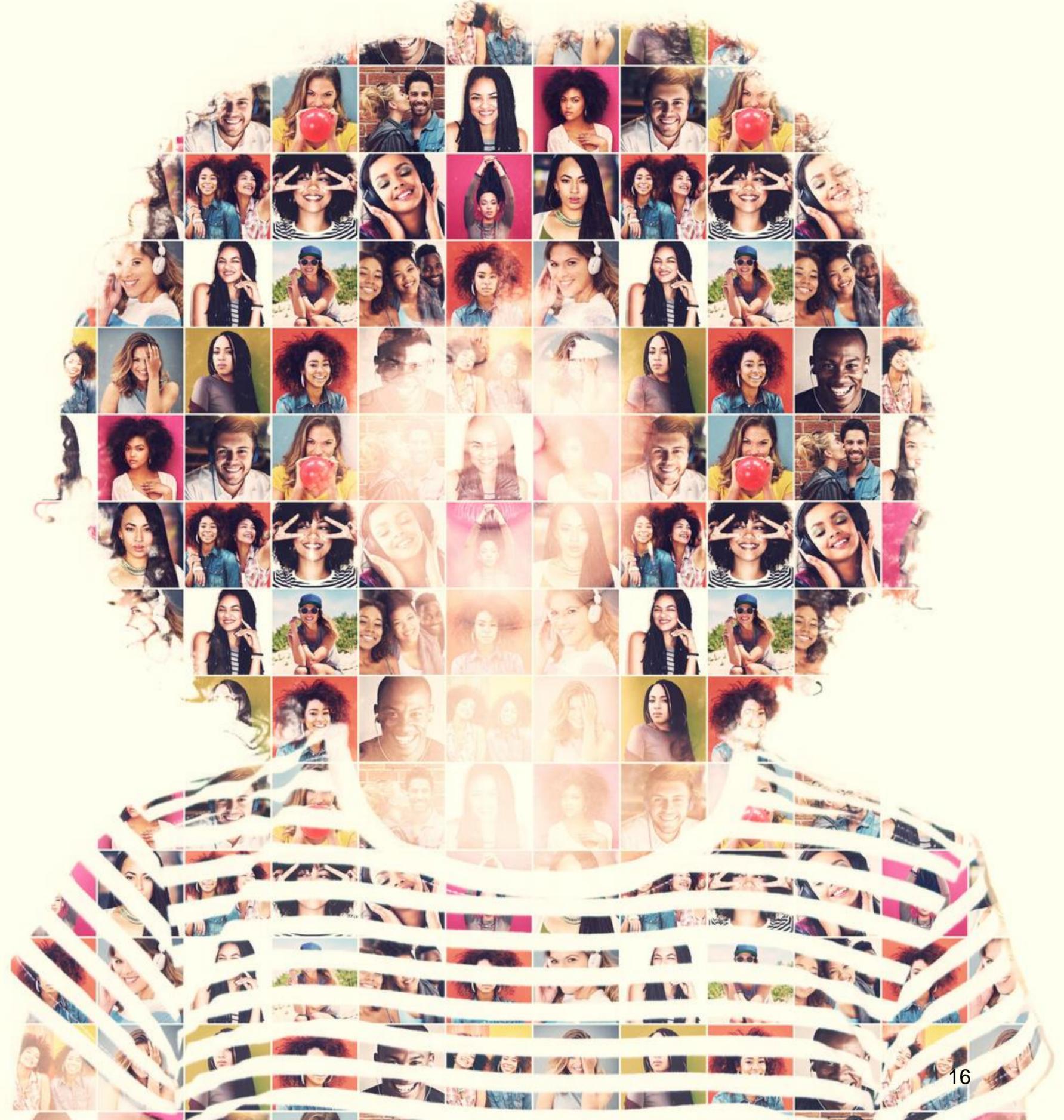


Lower income respondents ranked awards higher in importance



Age  
had little  
impact on  
importance  
ranking

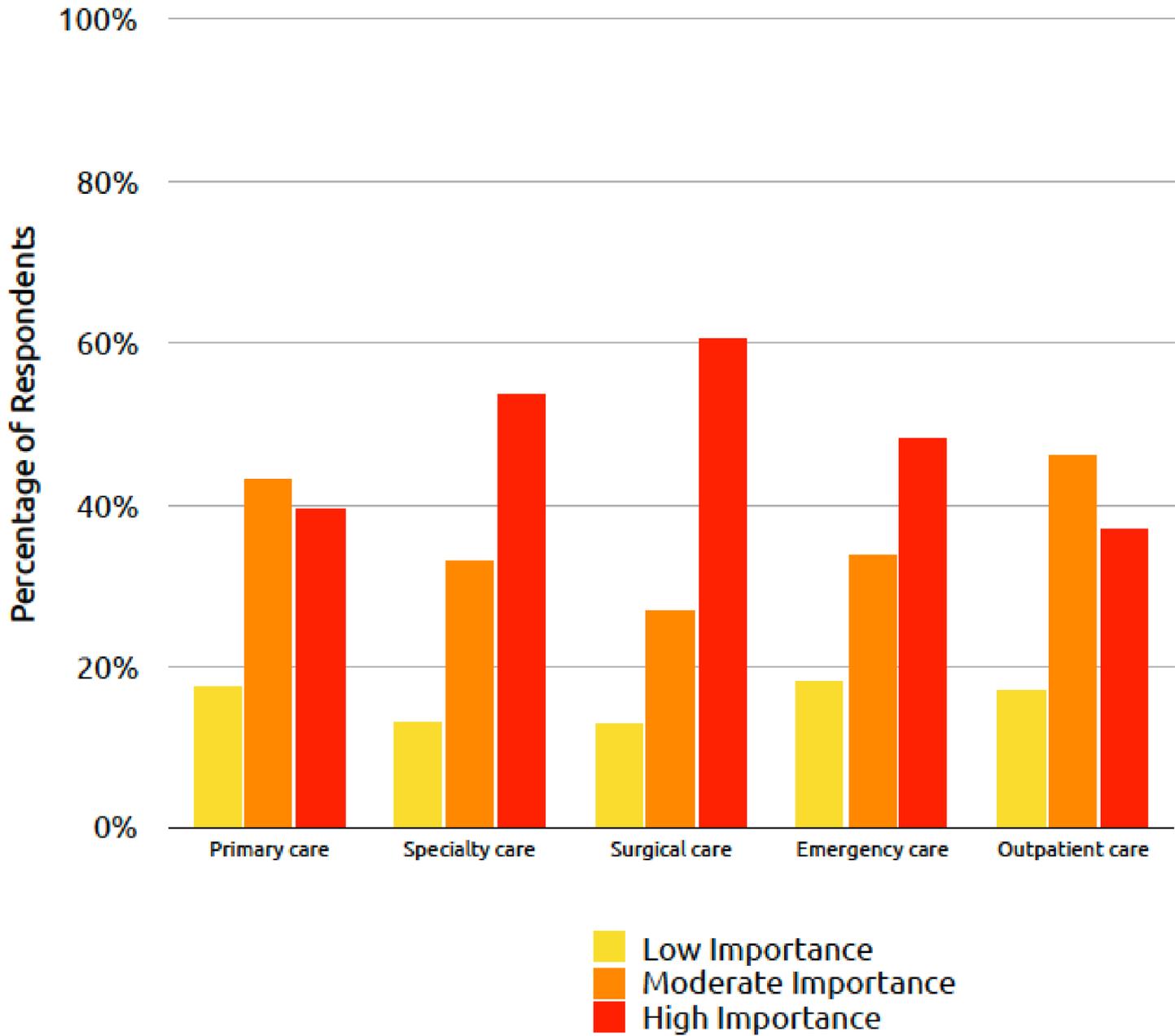
Females  
were more  
familiar with  
awards & ranked  
them higher in  
importance



# Importance Index by Service Type

**Surgical care ranked most important**

Award Importance by Service – Nationwide



Geography had no impact on service type ranking

45-60 age group rated higher in importance for specialty care

18-29 age group rated higher in importance for emergency care

You Won Awards.

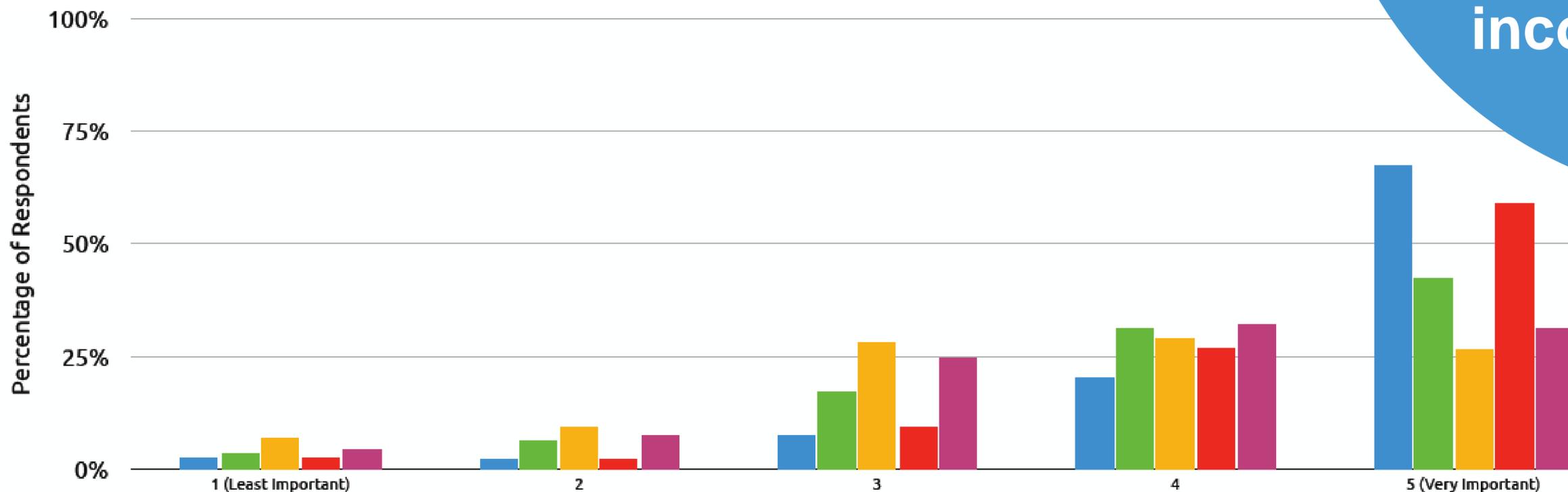
**Now what?**

# Why They Choose You

Quality & patient experience categories were ranked most important when choosing care, regardless of income level

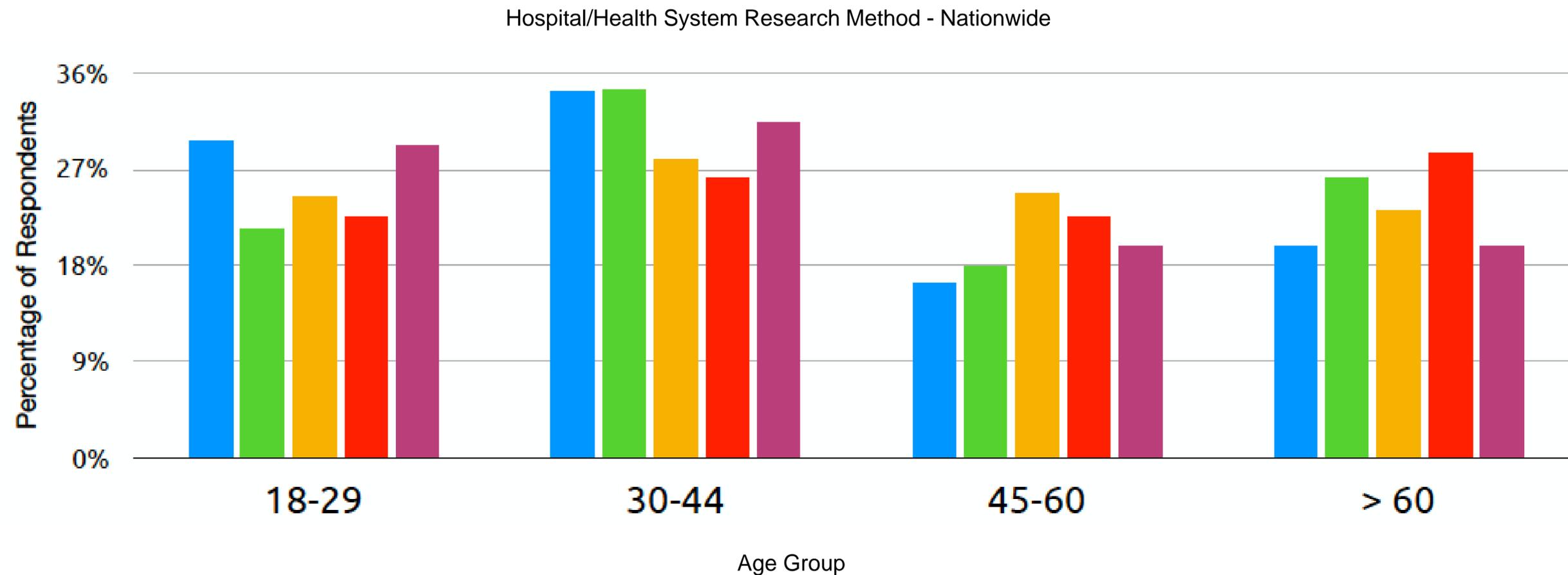
- Quality of service, reputation or hospital affiliations
- Referred by primary care physician/specialist
- Recommended by relative/friend
- Patient experience/bedside manner or appearance/cleanliness
- Fastest service or shortest waiting time

Care Choice Factors – Nationwide



# How They Find You

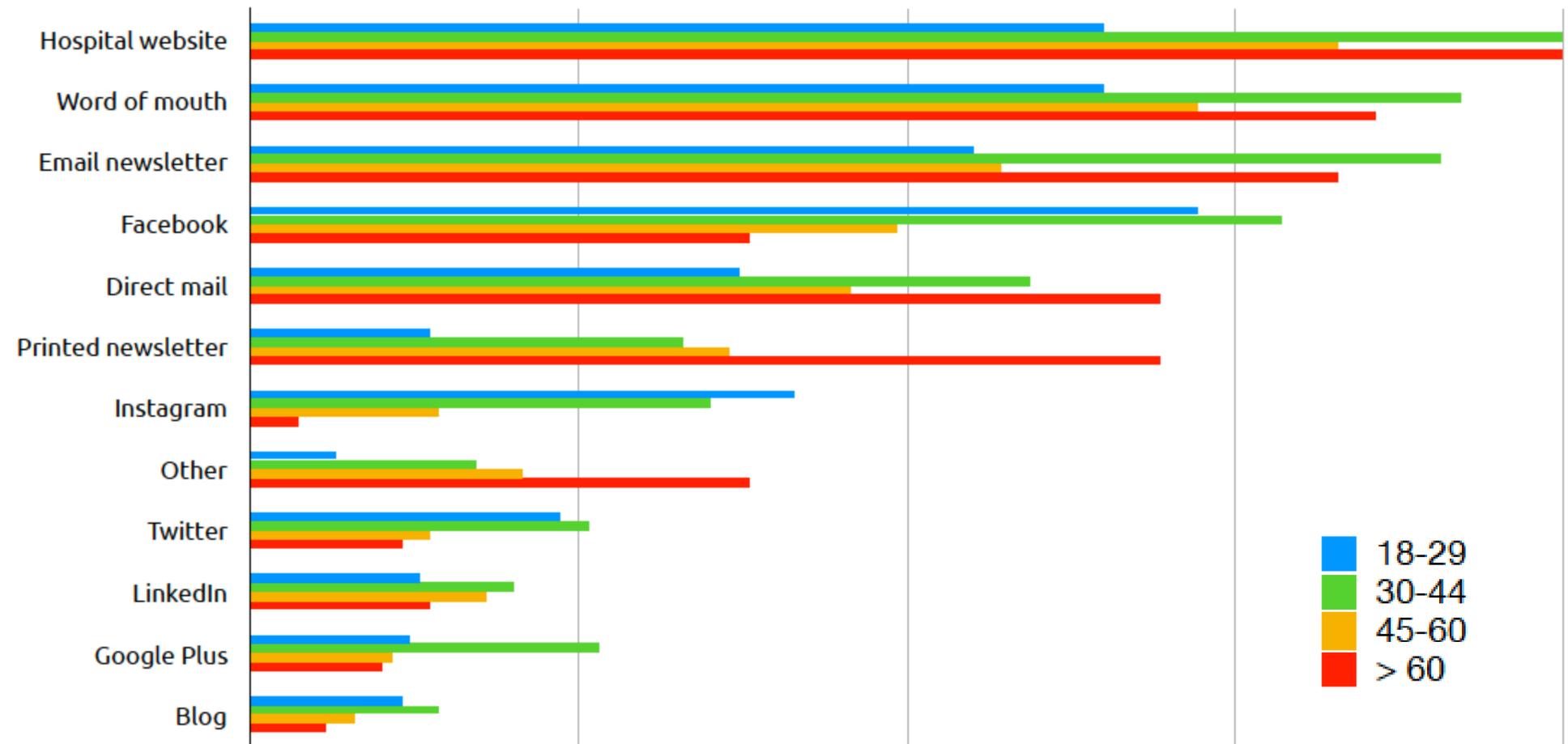
- Search engine search for "hospitals near me"
- Search engine search by medical services
- Review sites (Yelp, Google Reviews, Hospital/Physician review sites, etc.)
- Direct visit to hospital website
- Social media (Facebook, Instagram, LinkedIn, Twitter, Etc.)



# Who's Following You Where

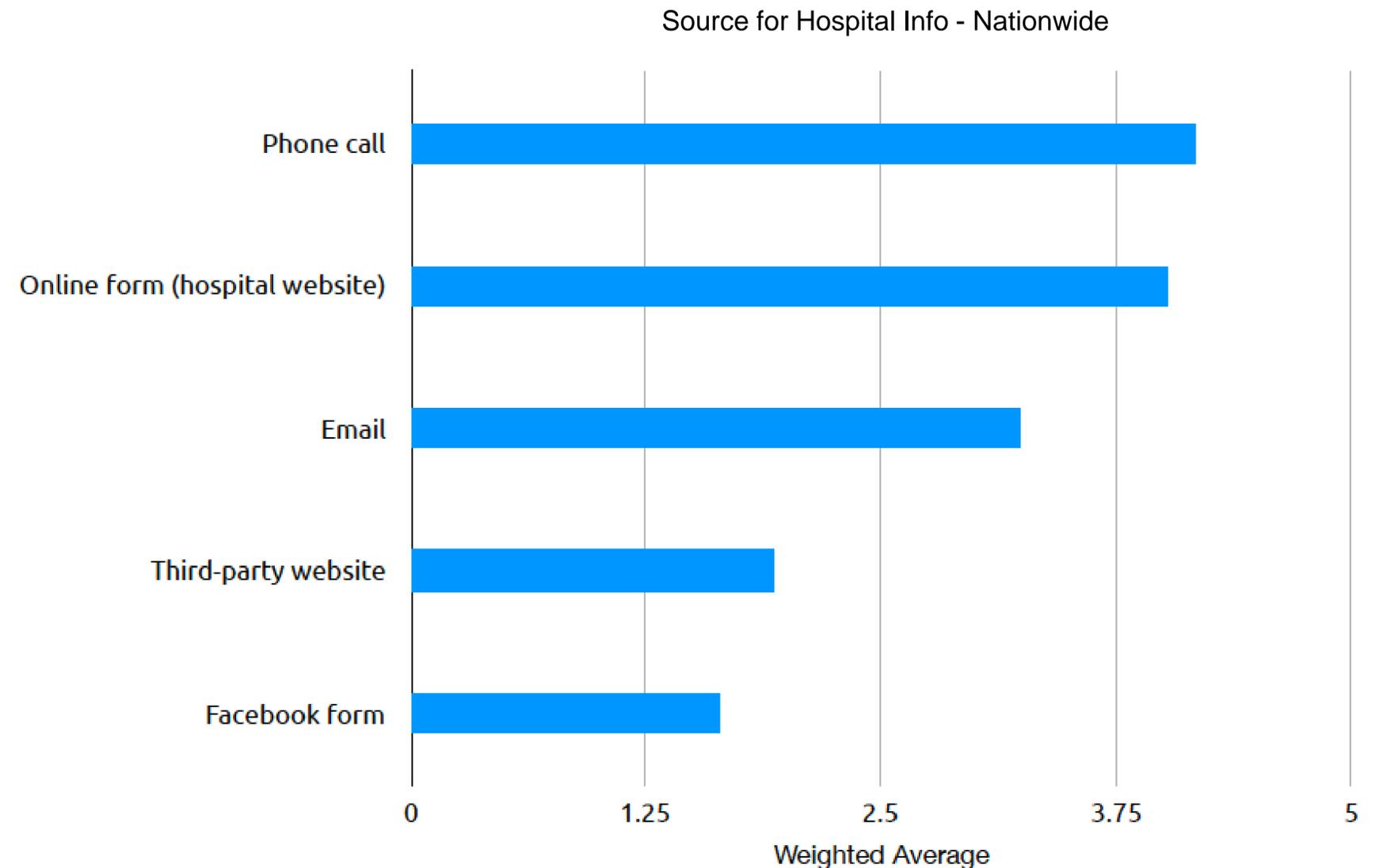
60+ age group still enjoy printed newsletters, while the younger age groups rank higher in social media channels

Channels Used to Follow Hospital News and Events - Nationwide



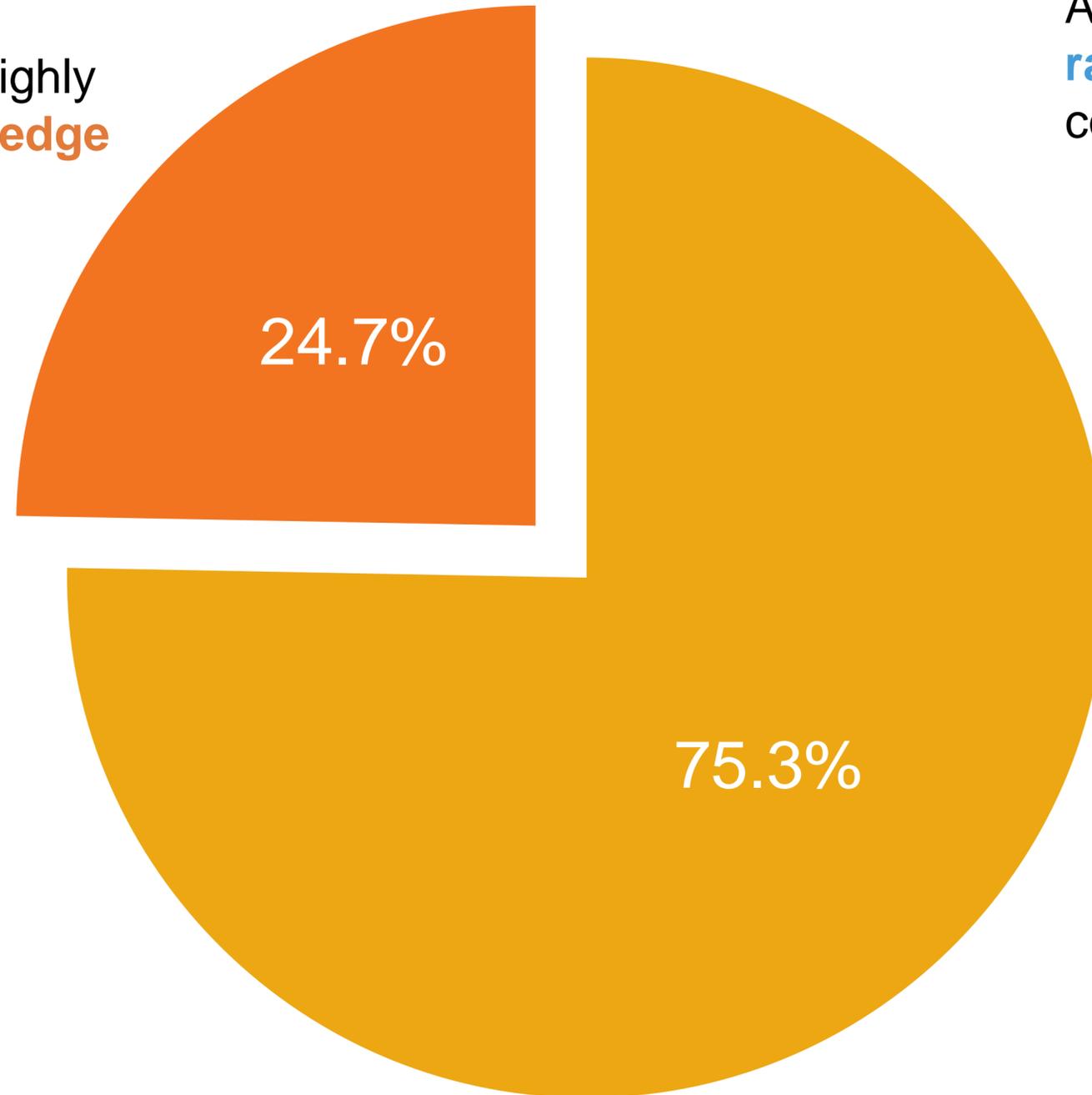
# How They Contact You

Lower-income respondents prefer using Facebook forms and third-party websites

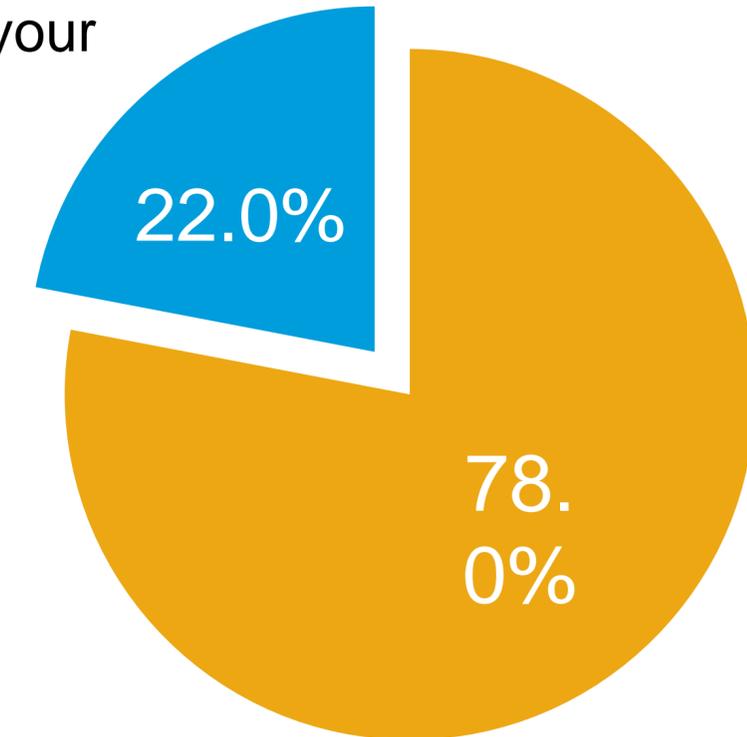


# What They Connect With

A hospital that is highly ranked for **cutting-edge procedures**



A hospital that is **ranked #1** in your community



A hospital that is recognized for delivering the **best patient care** in your community

What About  
**Dr. What's-Her-Name?**

# Leadership and stakeholders

Referring  
physicians and  
community  
leaders

Healthcare  
consumers

Physicians  
and  
staff

**BEST**  
CHILDREN'S  
HOSPITALS

U.S. News  
A WORLD REPORT

RANKED IN 10 SPECIALTIES  
2016-17



Arizona's best care  
made Jemma's heart whole.



**PHOENIX  
CHILDREN'S**

PhoenixChildrens.org



The Best Place to Meet  
for the  
First Time



Top 1% in the Nation for Patient Experience

P5329

ADAMS

# That's a Wrap!

- ⦿ Understand what the award you won means
- ⦿ Target the right audiences
- ⦿ Use awards to reinforce quality and reputation
- ⦿ **Get the right message on the right**

# Thank You. Questions?

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