

Humanizing Brand Experience

HEALTH CARE EDITION | VOL 5

Custom Brand Dashboard for BRAND

Client Name | 01.01.22

monigle

INTRODUCTION

Welcome to your Humanizing Brand Experience custom dashboard.

In this dashboard you will find a wealth of information about how your brand is perceived across the health care drivers that humanize brands and move people to action.

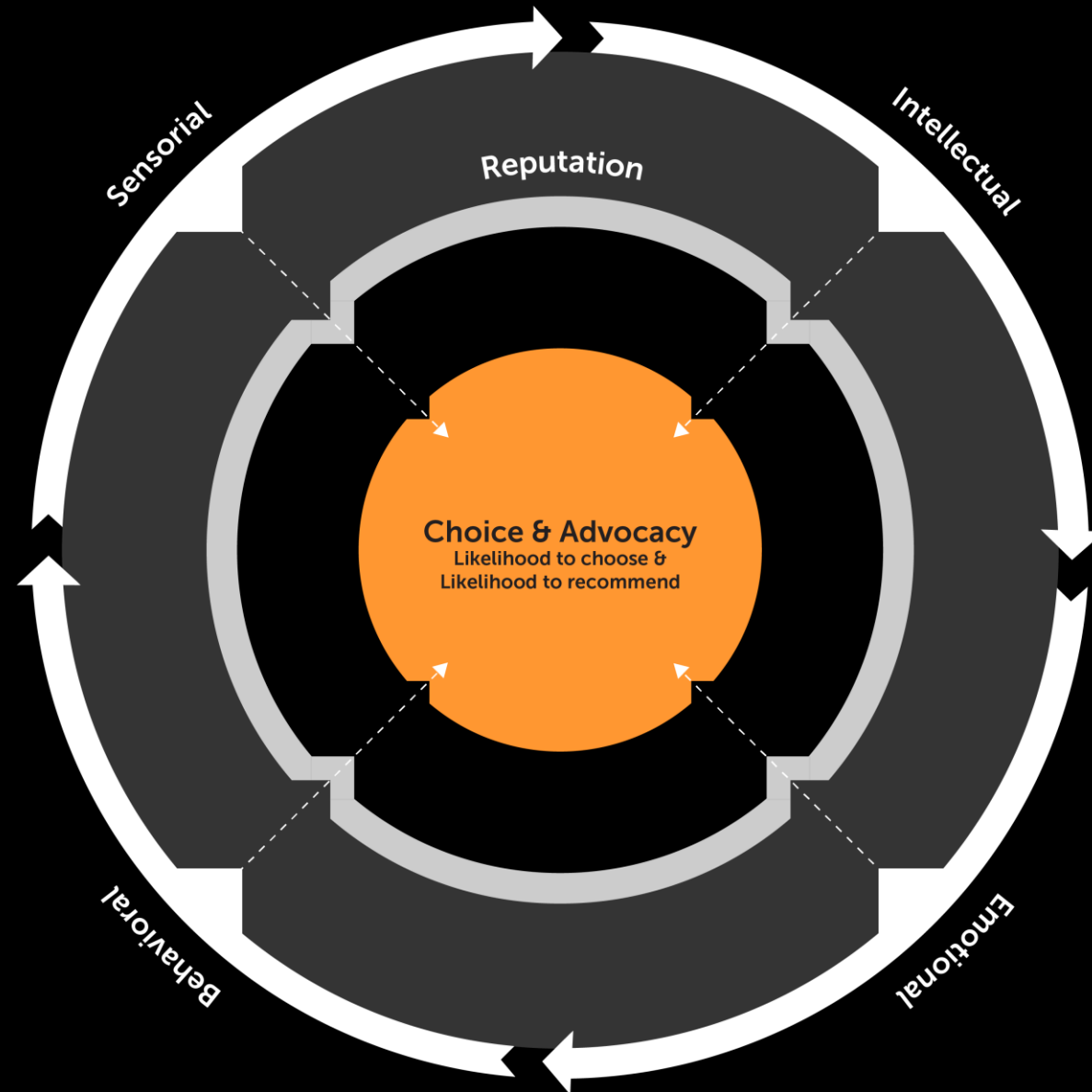
This year we spoke to over 25,648 healthcare consumers who evaluated over 200 healthcare brands in 59 markets across the US. The data in this dashboard has been customized to the brands and markets that you hand-picked as a subscriber.

As you progress through the dashboard you will notice the data starts evaluative and conceptual, but by the end gets incredibly diagnostic and tactical. And that's where we see the real value of this work – empowering you to take immediate, effective action.

At the end of the report is a 3-step action plan to help you read between the lines of the data and know what to prioritize to have the most impact on your brand.

Last but not least, there is much more detail in the appendix regarding the Humanizing Brand Experience scoring system and research methodology for those who are curious.

A FRAMEWORK FOR SUCCESS



We evaluate all brands in the study using Monigle's proprietary HBE Framework.

The HBE framework is built for today's brand leaders and guides our research practice.

It is based on the latest social science and brand thinking, highlighting the experience-driven actions needed to grow reputation and move people.

At the heart of the framework is a structural equation model that has been validated and proven to drive brand choice and advocacy.

The published HBE brand rankings are based entirely on the composite score from this model, weighted by health care engagement in each market.

YOUR BRAND SCORE & RANKING

BRAND SCORE

XX

MAXIMUM XX
AVERAGE XX
MINIMUM X

This score is composite based entirely on brand reputation and consumer perceptions across a range of emotional, intellectual, sensorial and behavioral drivers of choice and advocacy, and adjusted by market

NATIONAL RANKING

Xth

/ 20X

This ranking is based on the brand score and has not been adjusted in any way. The rank position is out of 20X healthcare brands from across the US, although based only on market data where the brand has a physical presence

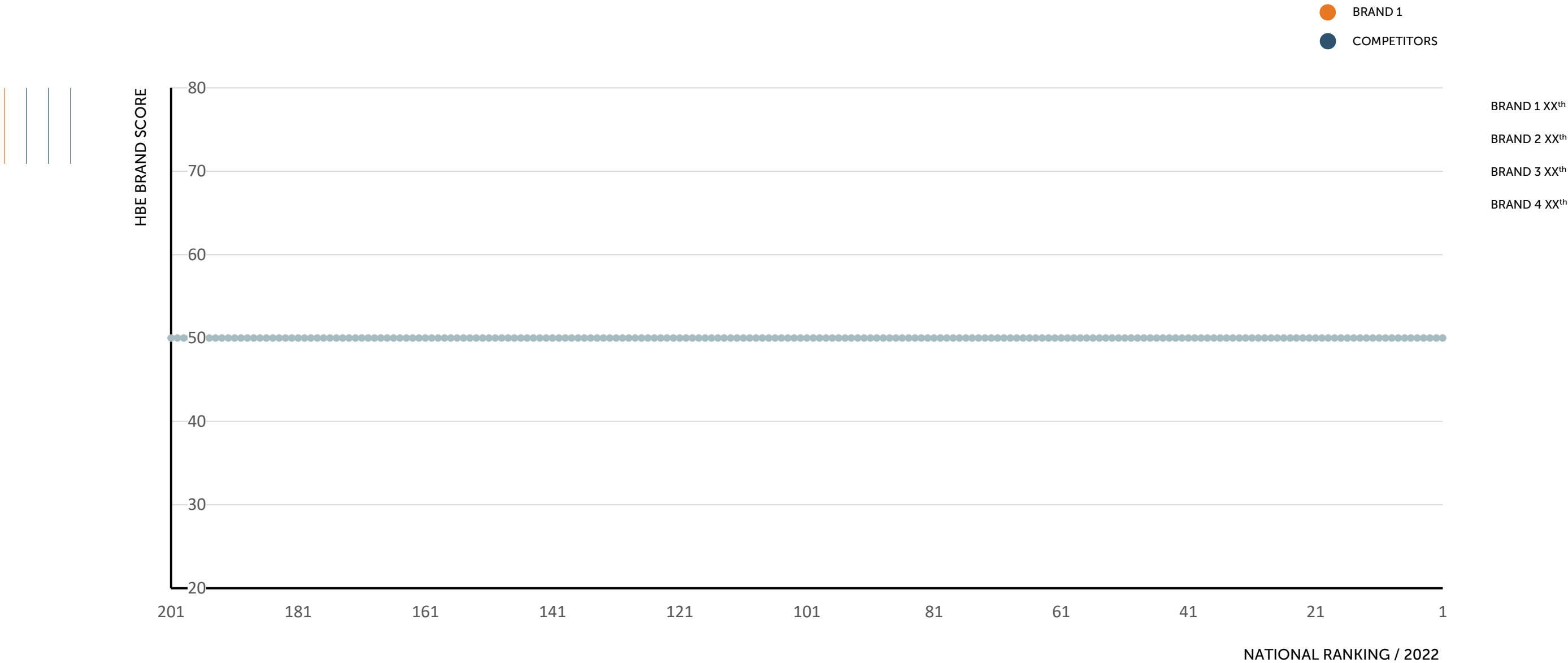
LOCAL RANKING

Xst

/ X

This ranking is based on the brand score and has not been adjusted in any way. The rank position is out of X healthcare brands tracked in MARKET based on the local metropolitan statistical area MSA

NATIONAL BRAND SCORES & RANKING



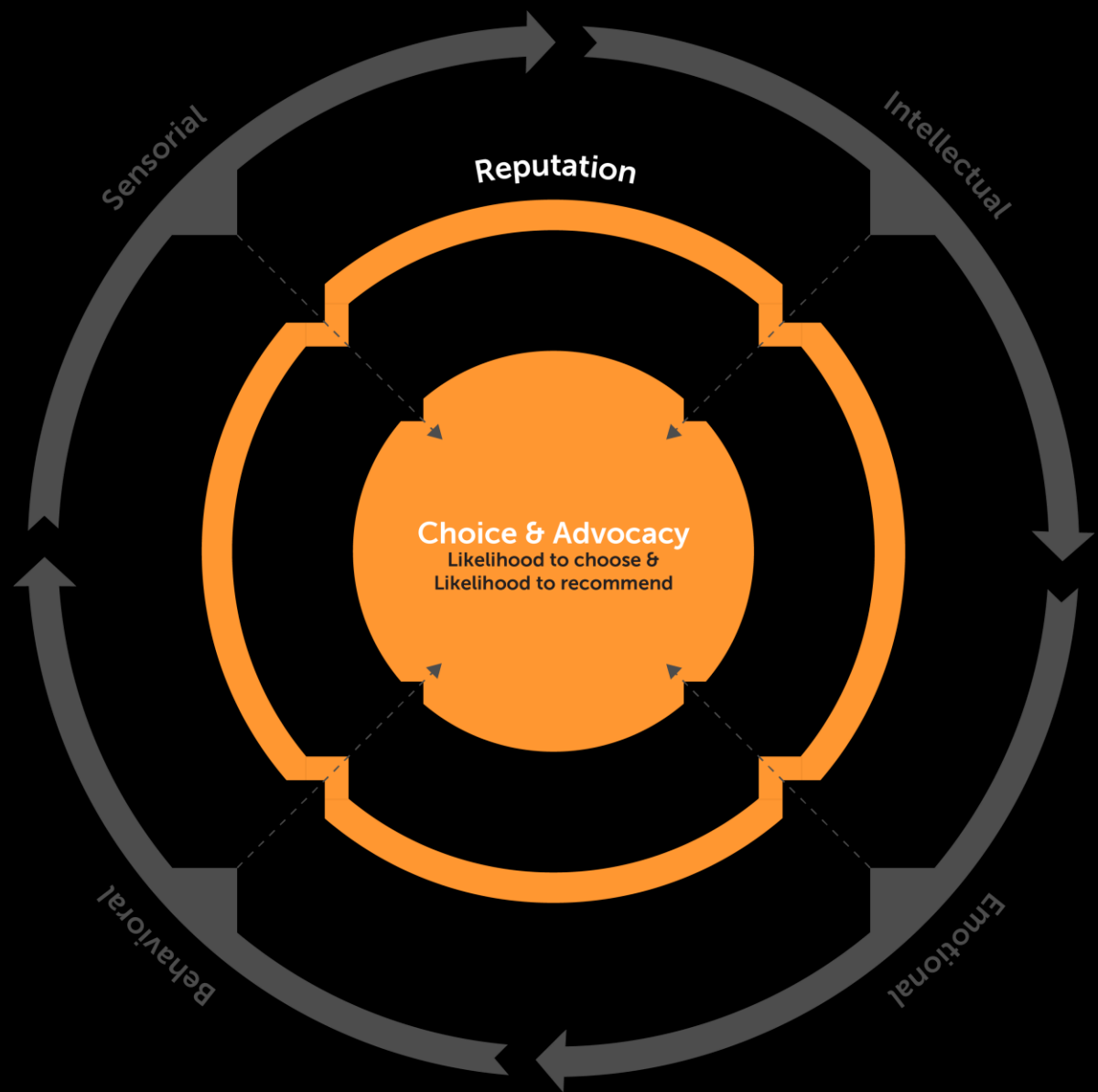
M/P Market / 2022

Base All respondents at least somewhat familiar with each brand: Brand 1 (XXX), Brand 2 (XXX), Brand 3 (XXX), Brand 4 (XXX)

Data HBE Score: This score is composite based entirely on brand reputation and consumer perceptions across a range of emotional, intellectual, sensorial and behavioral drivers of choice and advocacy, and adjusted by market

National Ranking: This ranking is based on the brand score and has not been adjusted in any way. The rank position is out of 205 health care brands from across the US, although based only on market data where the brand has a physical presence

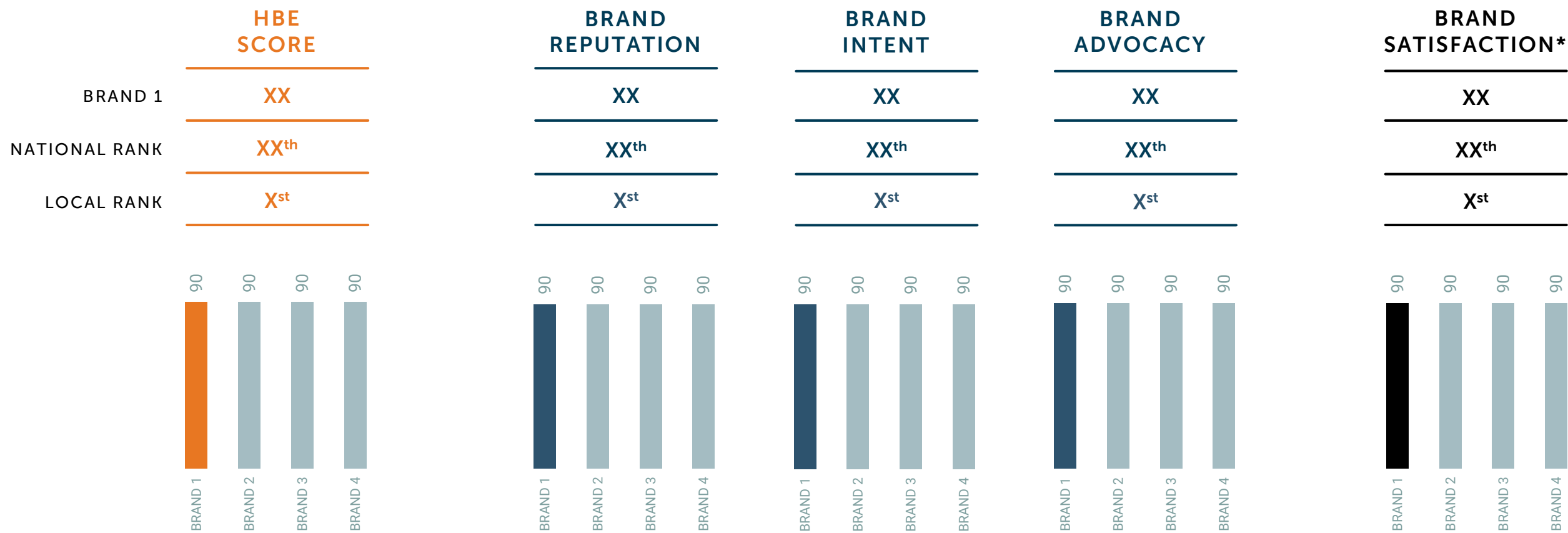
FIRST WE FOCUS ON THE DESIRED BRAND OUTCOMES



OUTCOMES

Reputation
Intent
Advocacy

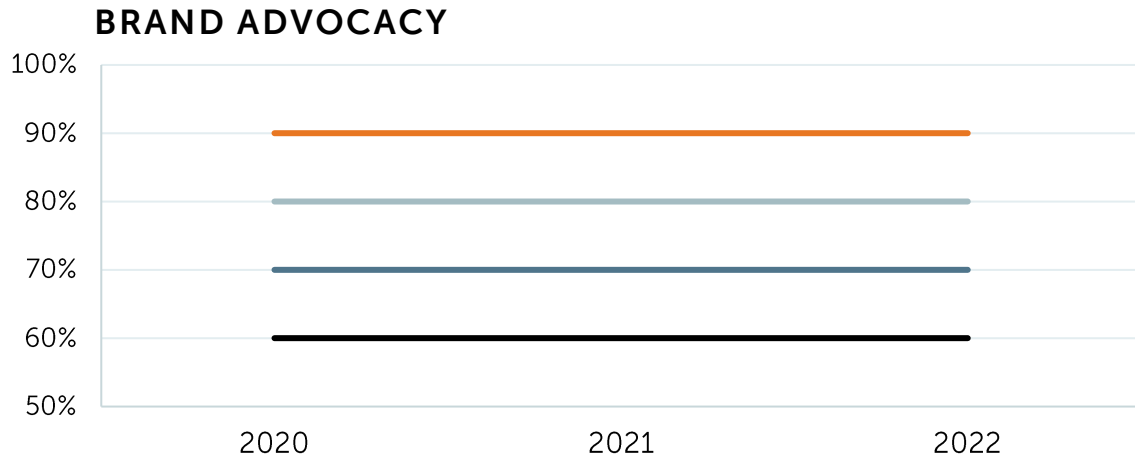
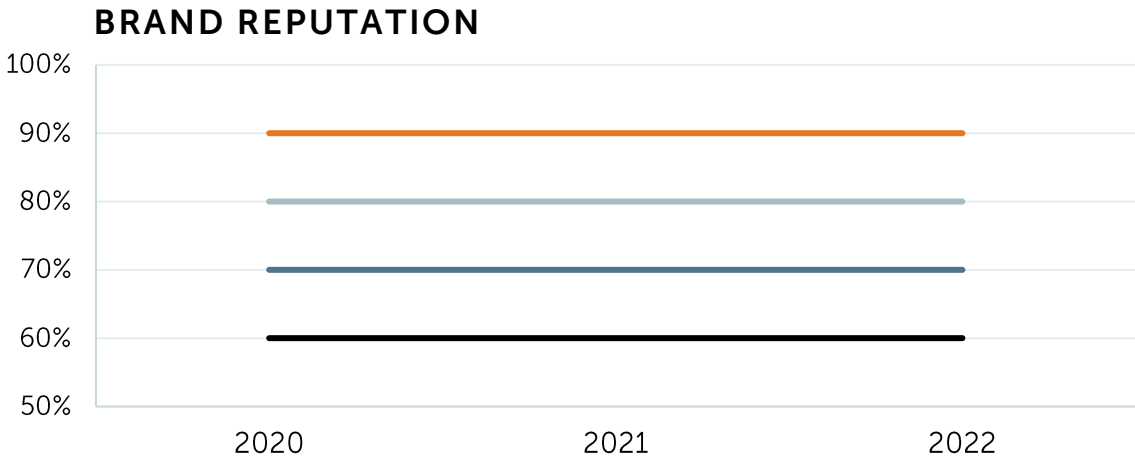
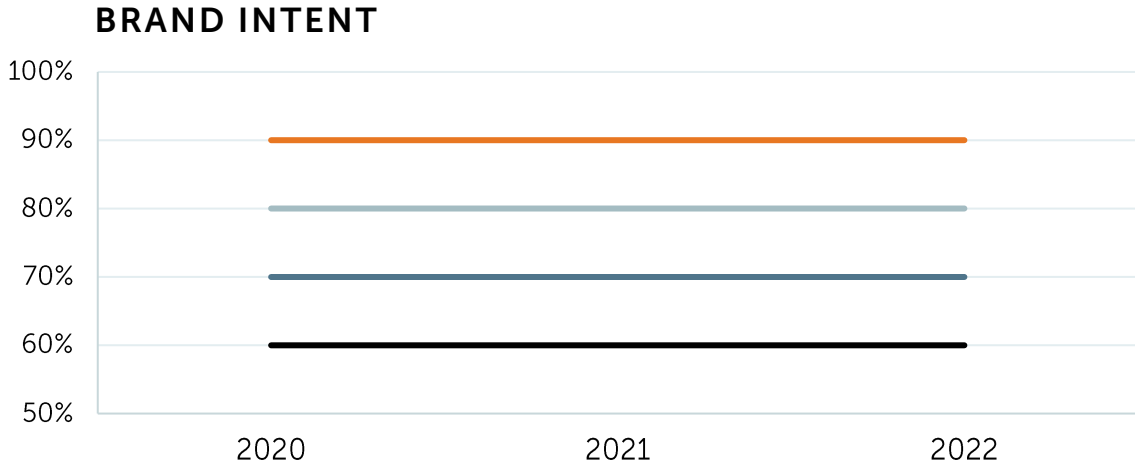
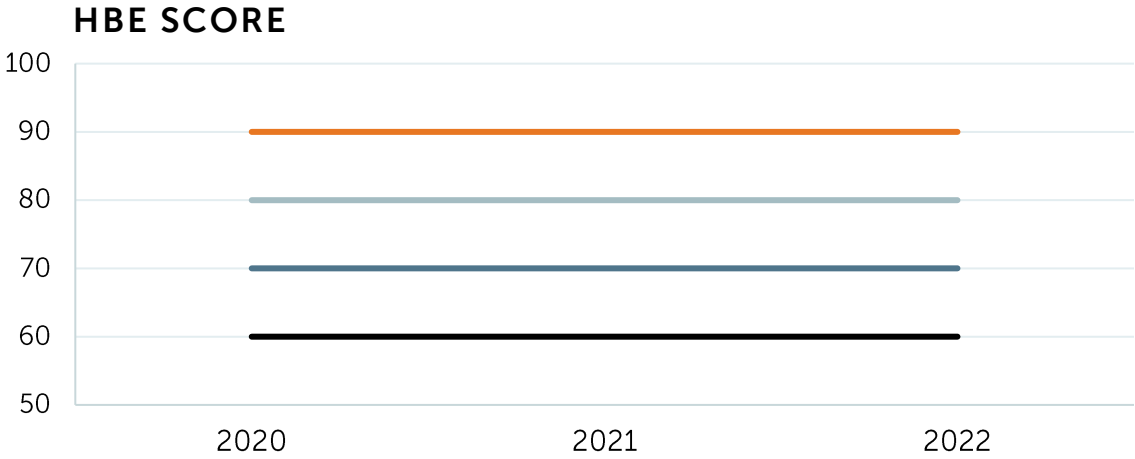
BRAND OUTCOMES



M/P Market / 2022
Base All respondents at least somewhat familiar with each brand: Brand 1 (XXX), Brand 2 (XXX), Brand 3 (XXX), Brand 4 (XXX)
QB6 How satisfied or unsatisfied are you with [BRAND]?
QB7 How would you rate the overall reputation of [BRAND]?
QB8 How likely or unlikely are you to use [BRAND] in the future for medical care?
QB9 How likely are you to recommend [BRAND] to a friend or family member?
Data HBE Score: Composite score based on SEM. Reputation, Intent, Advocacy and Satisfaction: Net score [top two box – bottom two box]
* Satisfaction is the only measure based on brand users and is excluded from the model

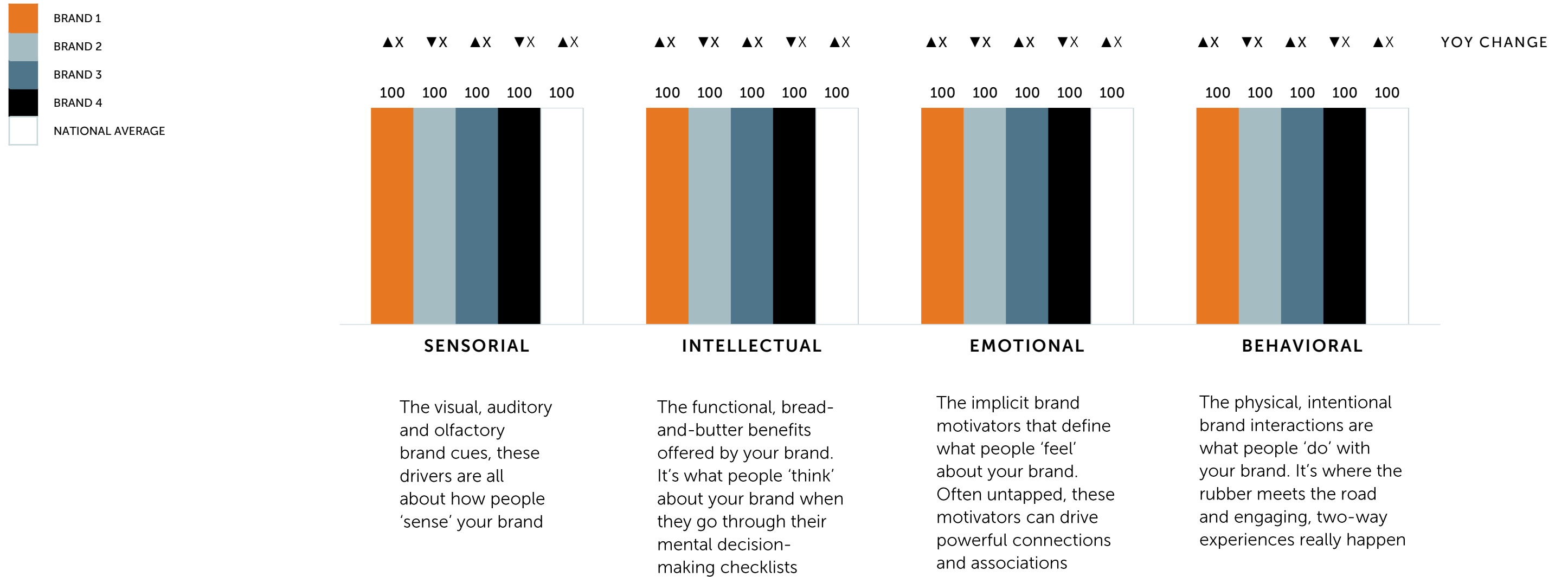
- BRAND 1
- BRAND 2
- BRAND 3
- BRAND 4

BRAND OUTCOMES



M/P Market / 2020 – 2022
Base All respondents at least somewhat familiar with each brand: Brand 1 (XXX/XXX/XXX), Brand 2 (XXX/XXX/XXX), Brand 3 (XXX/XXX/XXX), Brand 4 (XXX/XXX/XXX)
QB7 How would you rate the overall reputation of [BRAND]?
QB8 How likely or unlikely are you to use [BRAND] in the future for medical care?
QB9 How likely are you to recommend [BRAND] to a friend or family member?
Data HBE Score: Composite score based on SEM. Reputation, Intent and Advocacy: Net score [top two box – bottom two box]

Brand experience is
multi-faceted and
processed through
all the **human senses**



M/P	Market / 2021 – 2022
Base	All respondents at least somewhat familiar with each brand: Brand 1 (XXX/XXX), Brand 2 (XXX/XXX), Brand 3 (XXX/XXX), Brand 4 (XXX/XXX)
Data	Index based on weighted composite score from SEM

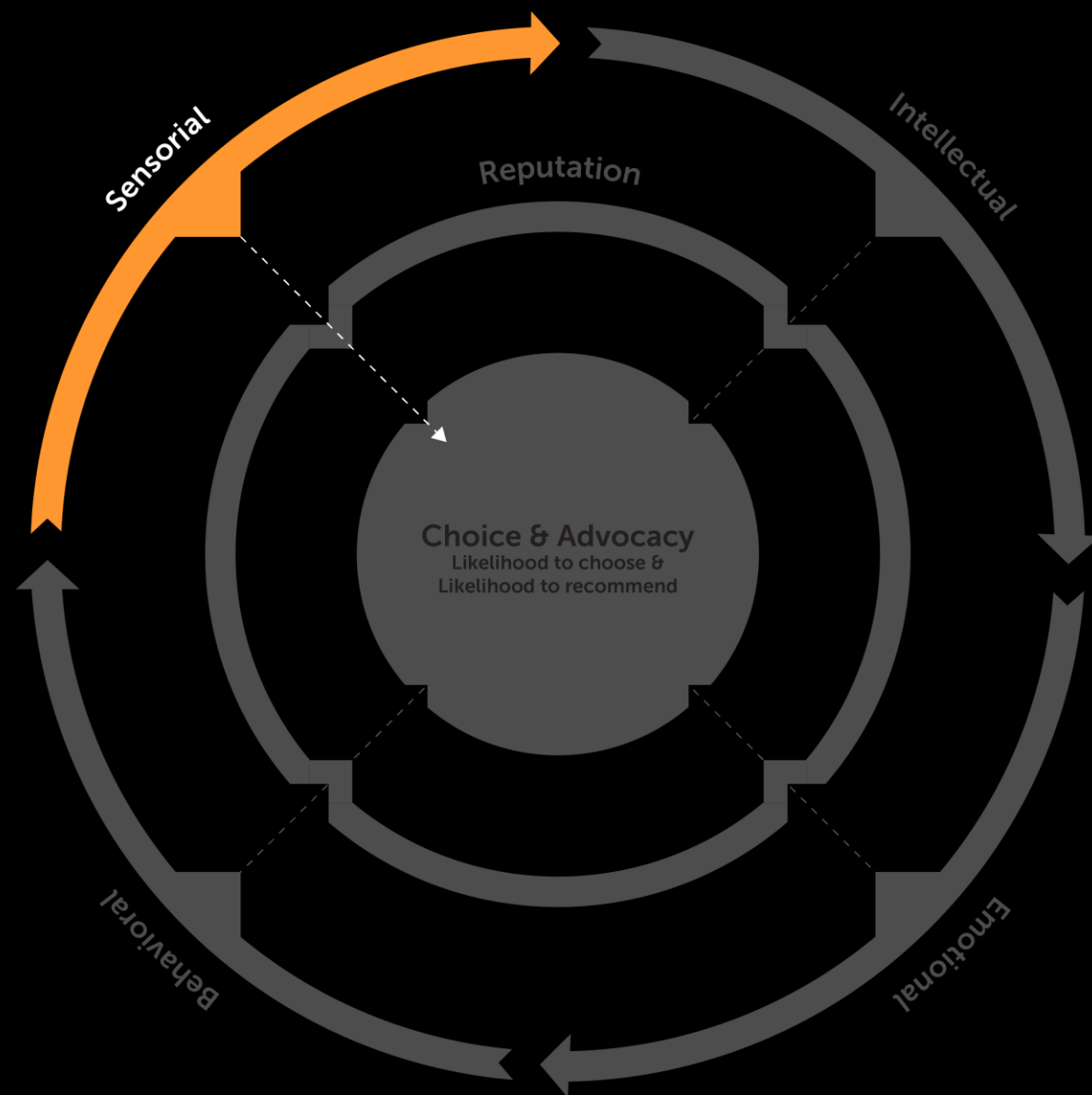
S

Sensorial

The visual, auditory and olfactory brand cues, these drivers are all about how people 'sense' your brand



PEOPLE **SENSE** BRANDS ALL AROUND THEM

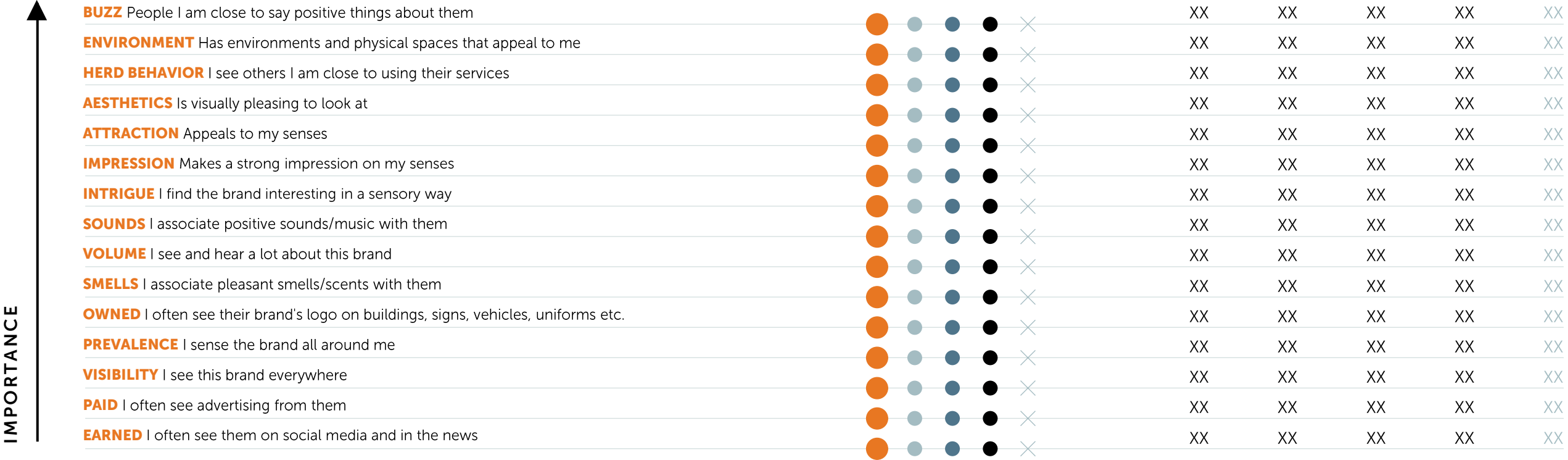


SENSORIAL

Attraction
Impression
Intrigue
Sounds
Environment
Smells
Aesthetics
Prevalence
Buzz



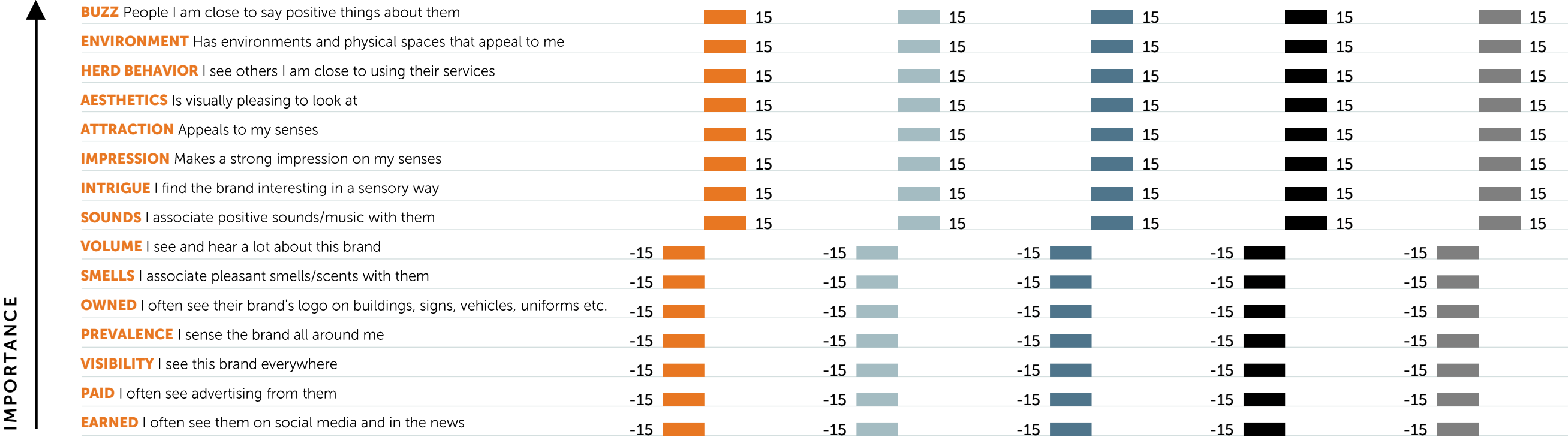
SENSORIAL ATTRIBUTES



M/P Market / 2022
Base All respondents at least somewhat familiar with each brand: Brand 1 (XXX), Brand 2 (XXX), Brand 3 (XXX), Brand 4 (XXX)
QB2 Please think about all of the sensory elements you associate with [BRAND]. How much do you agree or disagree with the following statements?
Data Net score [top two box – bottom two box]



SENSORIAL ATTRIBUTES



M/P Market / 2021 – 2022
Base All respondents at least somewhat familiar with each brand: Brand 1 (XXX/XXX), Brand 2 (XXX/XXX), Brand 3 (XXX/XXX), Brand 4 (XXX/XXX)
QB2 Please think about all of the sensory elements you associate with [BRAND]. How much do you agree or disagree with the following statements?
Data YOY change in net score [top two box – bottom two box]



SENSORIAL ATTRIBUTES

IMPORTANCE		BRAND 1			BRAND 2			BRAND 3			BRAND 4			NAT AVG		
		2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022
	BUZZ People I am close to say positive things about them	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	ENVIRONMENT Has environments and physical spaces that appeal to me	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	HERD BEHAVIOR I see others I am close to using their services	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	AESTHETICS Is visually pleasing to look at	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	ATTRACTION Appeals to my senses	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	IMPRESSION Makes a strong impression on my senses	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	INTRIGUE I find the brand interesting in a sensory way	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	SOUNDS I associate positive sounds/music with them	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	VOLUME I see and hear a lot about this brand	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	SMELLS I associate pleasant smells/scents with them	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	OWNED I often see their brand's logo on buildings, signs, vehicles, uniforms etc.	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	PREVALENCE I sense the brand all around me	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	VISIBILITY I see this brand everywhere	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	PAID I often see advertising from them	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	EARNED I often see them on social media and in the news	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%

M/P

Base

QB2

Data

Market / 2020 – 2022

All respondents at least somewhat familiar with each brand: Brand 1 (XXX/XXX/XXX), Brand 2 (XXX/XXX/XXX), Brand 3 (XXX/XXX/XXX), Brand 4 (XXX/XXX/XXX)

Please think about all of the sensory elements you associate with [BRAND]. How much do you agree or disagree with the following statements?

Net score [top two box – bottom two box]

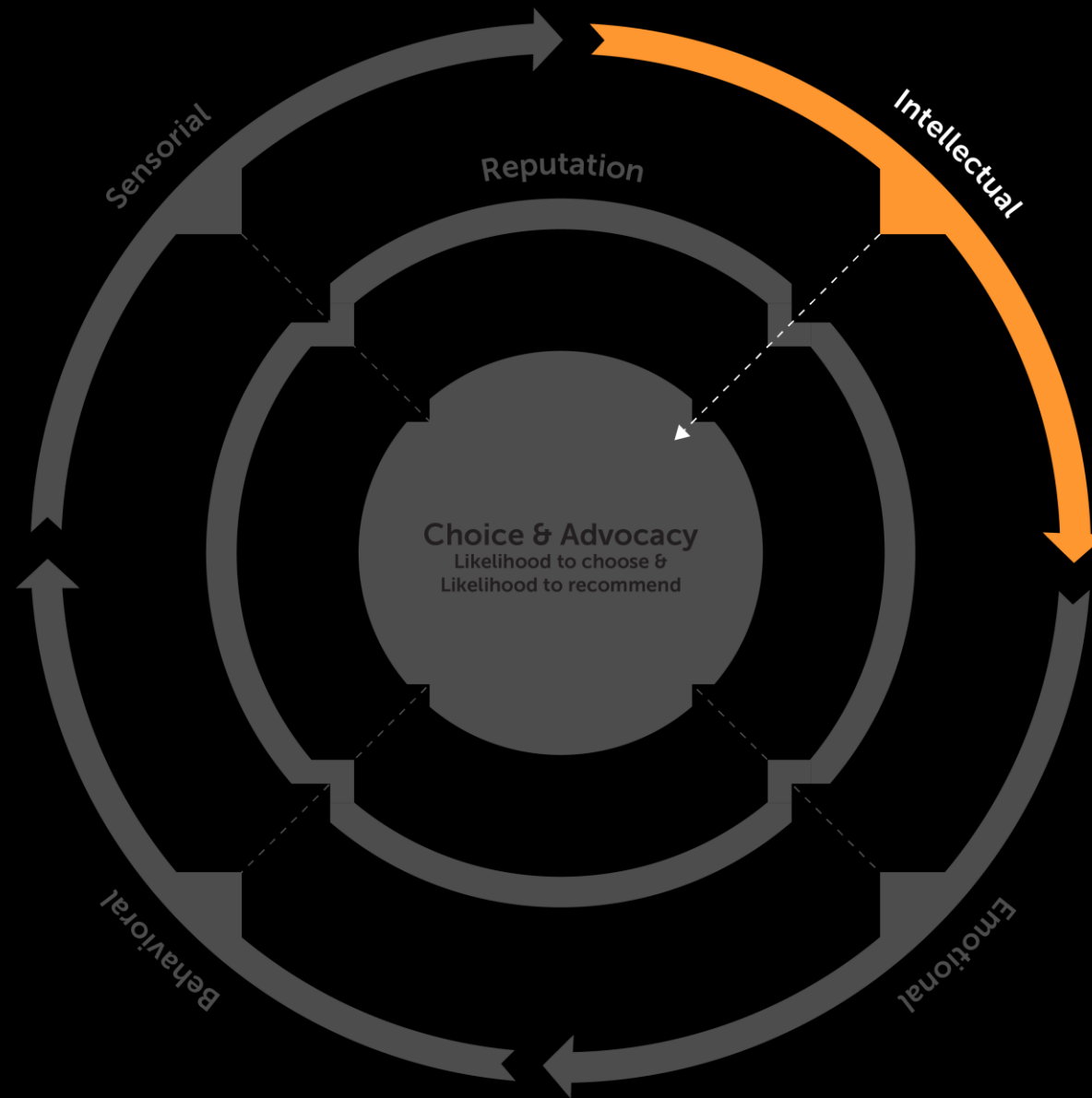


Intellectual

The functional, bread-and-butter benefits offered by your brand. It's what people 'think' about your brand when they go through their mental decision-making checklists



PEOPLE THINK ABOUT BRAND BENEFITS



INTELLECTUAL

Quality
Empathy
Personalization
Transparency
Best People
Coordination
Convenience & Ease
Innovation
Wellness
Systemness
Academic Medicine



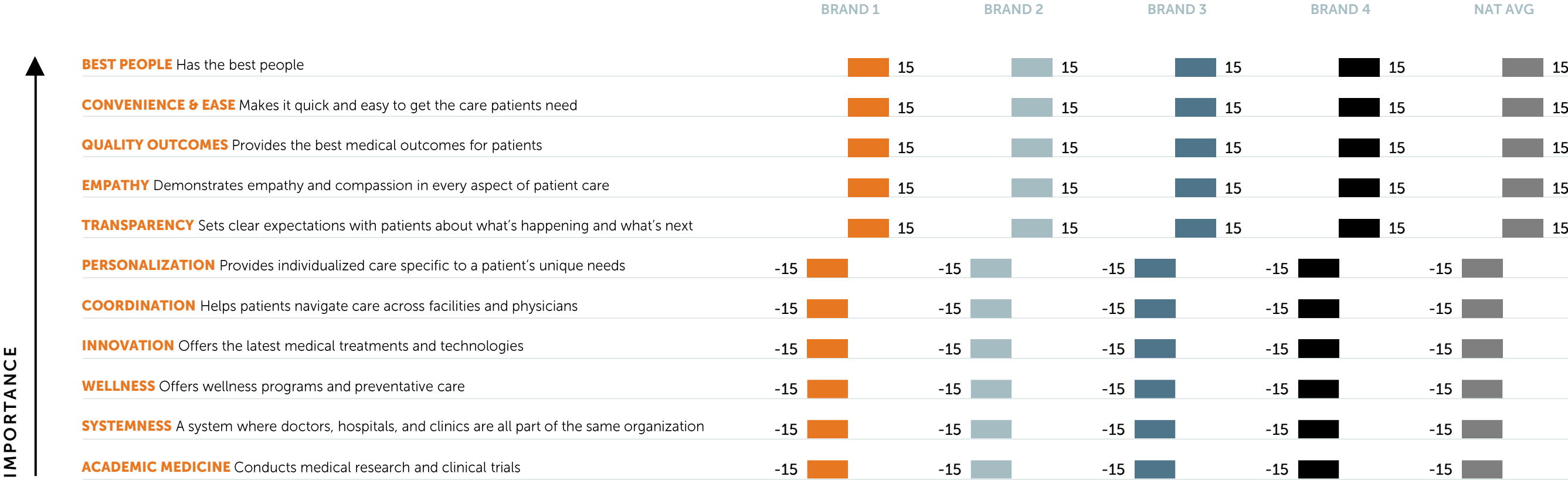
INTELLECTUAL ATTRIBUTES



M/P Market / 2022
Base All respondents at least somewhat familiar with each brand: Brand 1 (XXX), Brand 2 (XXX), Brand 3 (XXX), Brand 4 (XXX)
QB3 Based on what you know about [BRAND], in your opinion, how well do the following statements describe them?
Data Net score [top two box – bottom two box]



INTELLECTUAL ATTRIBUTES



M/P Market / 2021 – 2022
Base All respondents at least somewhat familiar with each brand: Brand 1 (XXX/XXX), Brand 2 (XXX/XXX), Brand 3 (XXX/XXX), Brand 4 (XXX/XXX)
QB3 Based on what you know about [BRAND], in your opinion, how well do the following statements describe them?
Data YOY change in net score [top two box – bottom two box]



INTELLECTUAL ATTRIBUTES

IMPORTANCE			BRAND 1			BRAND 2			BRAND 3			BRAND 4			NAT AVG		
			2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022
		BEST PEOPLE Has the best people	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		CONVENIENCE & EASE Makes it quick and easy to get the care patients need	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		QUALITY OUTCOMES Provides the best medical outcomes for patients	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		EMPATHY Demonstrates empathy and compassion in every aspect of patient care	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		TRANSPARENCY Sets clear expectations with patients about what’s happening and what’s next	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		PERSONALIZATION Provides individualized care specific to a patient’s unique needs	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		COORDINATION Helps patients navigate care across facilities and physicians	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		INNOVATION Offers the latest medical treatments and technologies	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		WELLNESS Offers wellness programs and preventative care	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		SYSTEMNESS A system where doctors, hospitals, and clinics are all part of the same organization	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		ACADEMIC MEDICINE Conducts medical research and clinical trials	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%

M/P

Base

QB3

Data

Market / 2020 – 2022

All respondents at least somewhat familiar with each brand: Brand 1 (XXX/XXX/XXX), Brand 2 (XXX/XXX/XXX), Brand 3 (XXX/XXX/XXX), Brand 4 (XXX/XXX/XXX)

Based on what you know about [BRAND], in your opinion, how well do the following statements describe them?

Net score [top two box – bottom two box]



Emotional

The implicit brand motivators that define what people 'feel' about your brand. Often untapped, these motivators can drive powerful connections and associations



PEOPLE **FEEL** AN EMOTIONAL CONNECTION TO BRANDS



EMOTIONAL

Confidence
Individualization
Success
Security
Freedom
Self-Actualization
Wellbeing
Belonging
Excitement



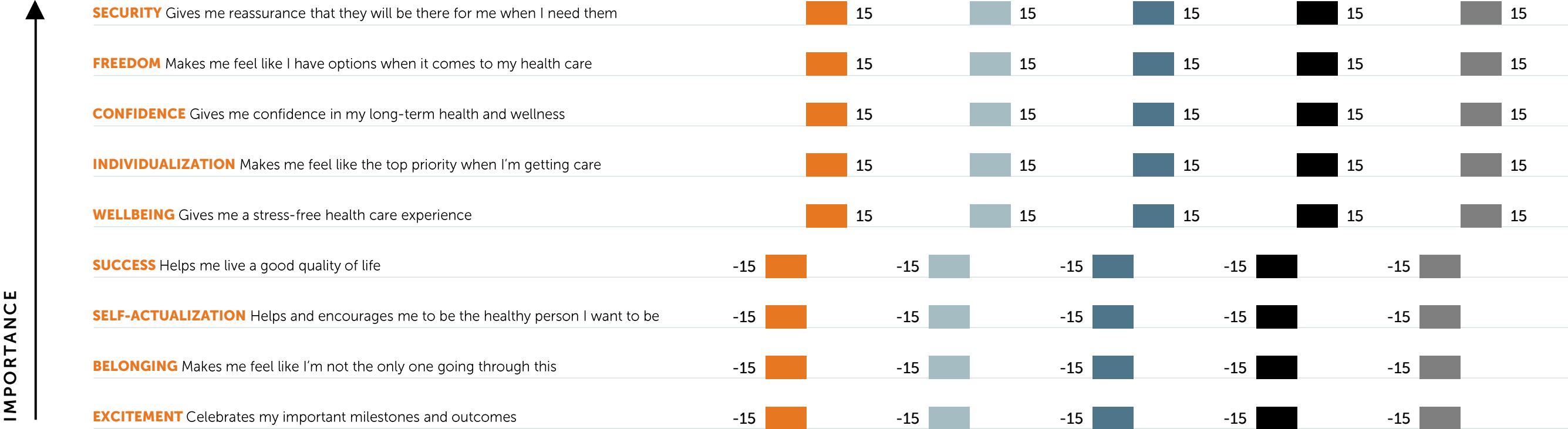
EMOTIONAL ATTRIBUTES



M/P Market / 2022
Base All respondents at least somewhat familiar with each brand: Brand 1 (XXX), Brand 2 (XXX), Brand 3 (XXX), Brand 4 (XXX)
QB4 Based on what you know about [BRAND], how well do they deliver on the following?
Data Net score [top two box – bottom two box]



EMOTIONAL ATTRIBUTES



M/P Market / 2021 – 2022
Base All respondents at least somewhat familiar with each brand: Brand 1 (XXX/XXX), Brand 2 (XXX/XXX), Brand 3 (XXX/XXX), Brand 4 (XXX/XXX)
QB4 Based on what you know about [BRAND], how well do they deliver on the following?
Data YOY change in net score [top two box – bottom two box]



EMOTIONAL ATTRIBUTES

IMPORTANCE	<div></div>	BRAND 1			BRAND 2			BRAND 3			BRAND 4			NAT AVG		
		2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022
		SECURITY Gives me reassurance that they will be there for me when I need them														
		XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		FREEDOM Makes me feel like I have options when it comes to my health care														
		XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		CONFIDENCE Gives me confidence in my long-term health and wellness														
		XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		INDIVIDUALIZATION Makes me feel like the top priority when I'm getting care														
		XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		WELLBEING Gives me a stress-free health care experience														
		XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		SUCCESS Helps me live a good quality of life														
		XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		SELF-ACTUALIZATION Helps and encourages me to be the healthy person I want to be														
		XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		BELONGING Makes me feel like I'm not the only one going through this														
		XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
		EXCITEMENT Celebrates my important milestones and outcomes														
		XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%

M/P

Base

QB4

Data

Market / 2020 – 2022

All respondents at least somewhat familiar with each brand: Brand 1 (XXX/XXX/XXX), Brand 2 (XXX/XXX/XXX), Brand 3 (XXX/XXX/XXX), Brand 4 (XXX/XXX/XXX)

Based on what you know about [BRAND], how well do they deliver on the following?

Net score [top two box – bottom two box]

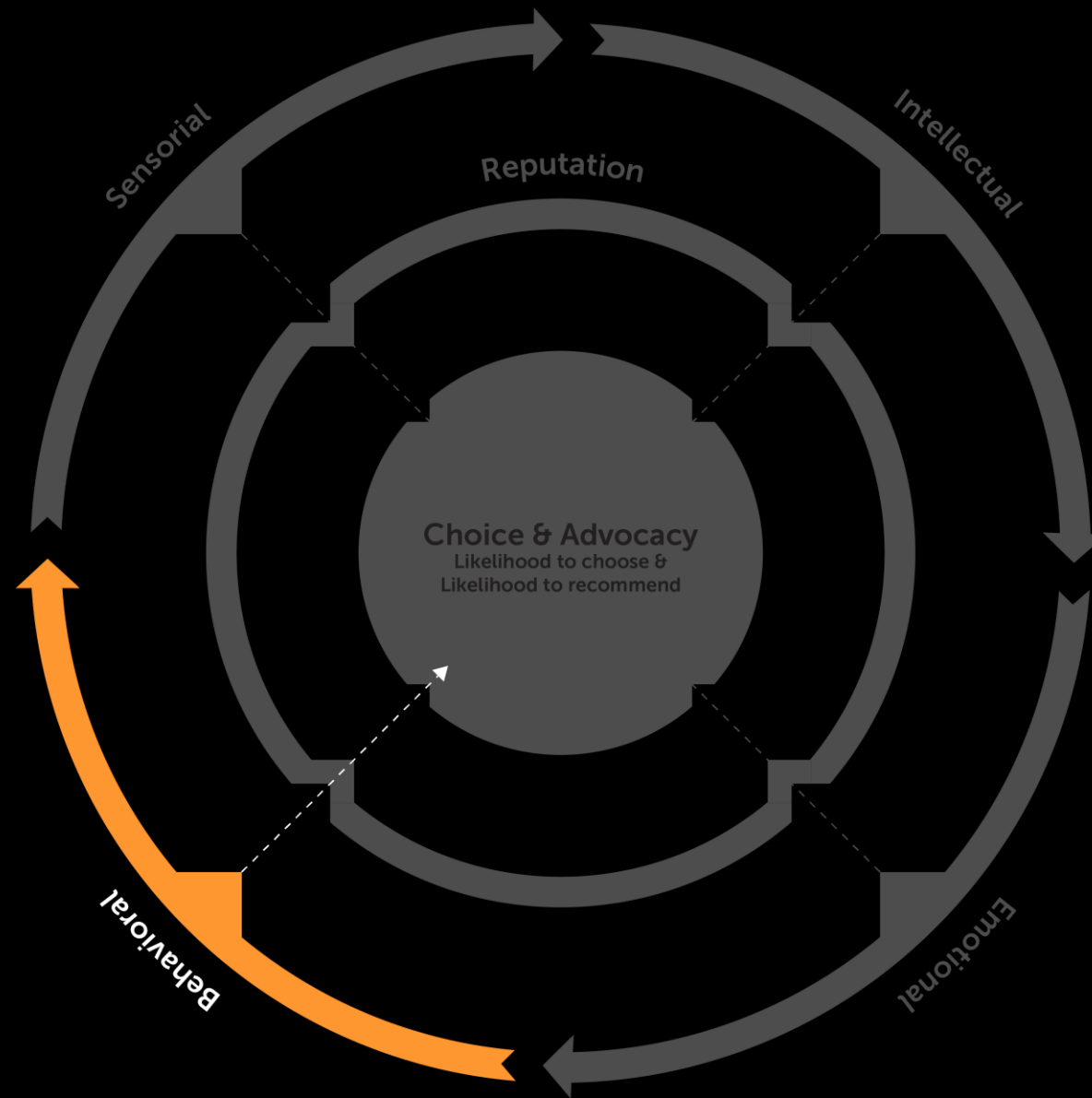
**B**

Behavioral

These physical, intentional brand interactions are what people 'do' with your brand. It's where the rubber meets the road and engaging, two-way experiences really happen



PEOPLE DO THINGS WITH BRANDS THEY LOVE

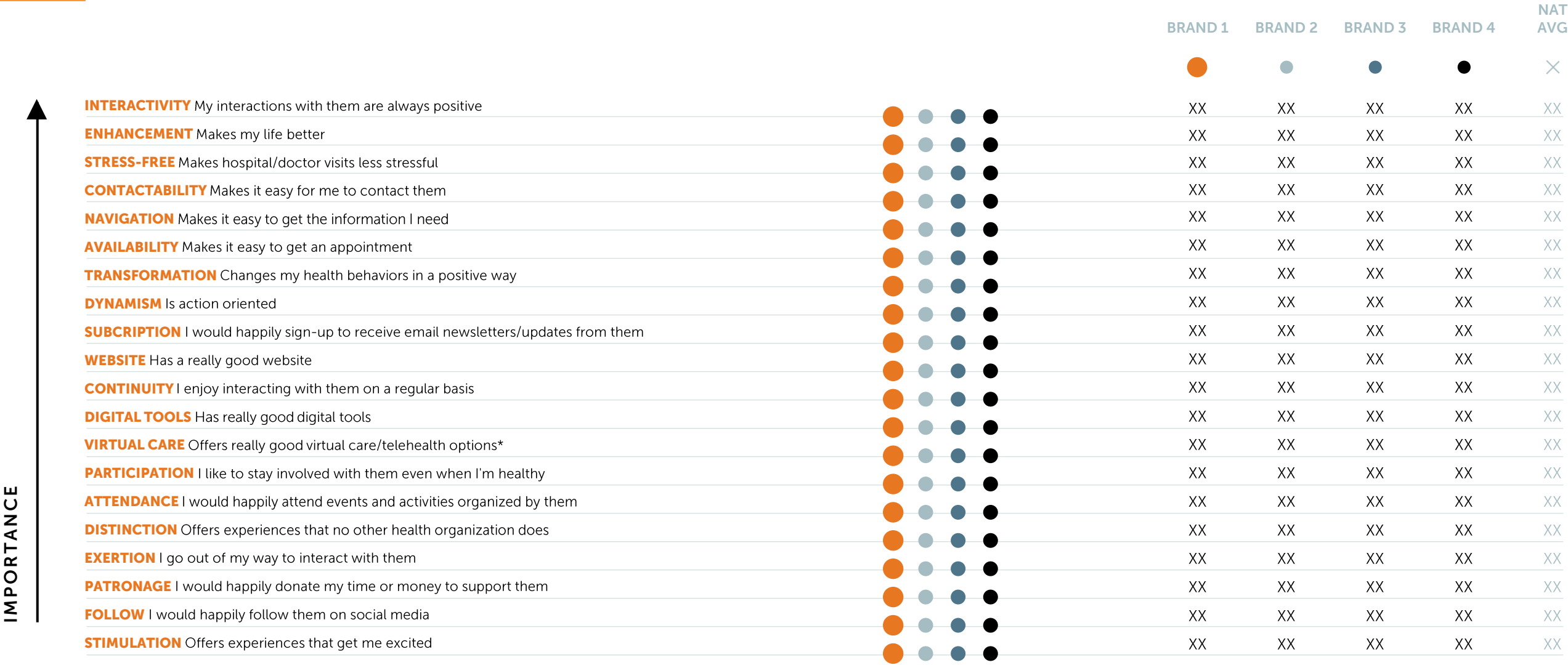


BEHAVIORAL

Transformation
Enhancement
Stress-Free
Continuity
Navigation
Stimulation
Interactivity
Participation
Dynamism
Distinction
Patronage



BEHAVIORAL ATTRIBUTES



M/P

Base

QB5

Data

*

Market / 2022

All respondents at least somewhat familiar with each brand: Brand 1 (XXX), Brand 2 (XXX), Brand 3 (XXX), Brand 4 (XXX)

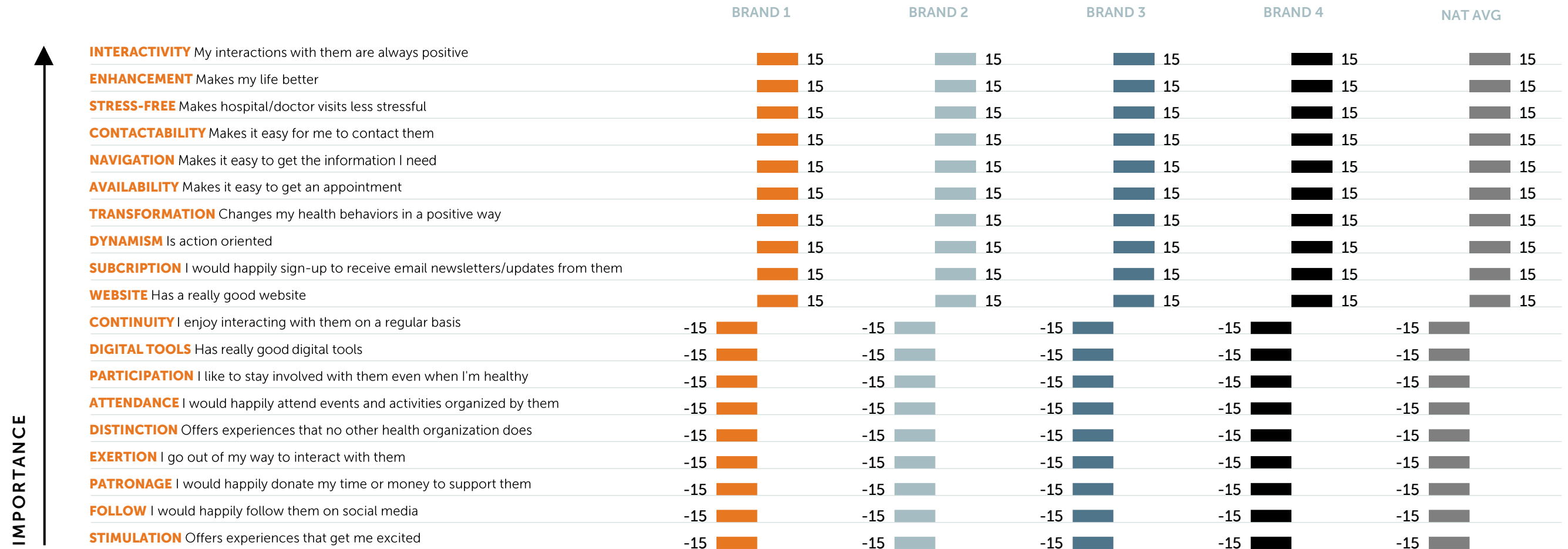
Please think about all of your experiences and interactions with [BRAND]. How much do you agree or disagree with the following statements?

Net score [top two box – bottom two box]

Statement added in 2022



BEHAVIORAL ATTRIBUTES



M/P Market / 2021 – 2022
Base All respondents at least somewhat familiar with each brand: Brand 1 (XXX/XXX), Brand 2 (XXX/XXX), Brand 3 (XXX/XXX), Brand 4 (XXX/XXX)
QB5 Please think about all of your experiences and interactions with [BRAND]. How much do you agree or disagree with the following statements?
Data YOY change in net score [top two box – bottom two box]



BEHAVIORAL ATTRIBUTES

IMPORTANCE		BRAND 1			BRAND 2			BRAND 3			BRAND 4			NAT AVG		
		2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022
	INTERACTIVITY My interactions with them are always positive	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	ENHANCEMENT Makes my life better	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	STRESS-FREE Makes hospital/doctor visits less stressful	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	CONTACTABILITY Makes it easy for me to contact them	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	NAVIGATION Makes it easy to get the information I need	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	AVAILABILITY Makes it easy to get an appointment	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	TRANSFORMATION Changes my health behaviors in a positive way	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	DYNAMISM Is action oriented	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	SUBSCRIPTION I would happily sign-up to receive email newsletters/updates from them	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	WEBSITE Has a really good website	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	CONTINUITY I enjoy interacting with them on a regular basis	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	DIGITAL TOOLS Has really good digital tools	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	PARTICIPATION I like to stay involved with them even when I'm healthy	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	ATTENDANCE I would happily attend events and activities organized by them	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	DISTINCTION Offers experiences that no other health organization does	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	EXERTION I go out of my way to interact with them	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	PATRONAGE I would happily donate my time or money to support them	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	FOLLOW I would happily follow them on social media	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%
	STIMULATION Offers experiences that get me excited	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%

M/P Market / 2020 – 2022
Base All respondents at least somewhat familiar with each brand: Brand 1 (XXX/XXX/XXX), Brand 2 (XXX/XXX/XXX), Brand 3 (XXX/XXX/XXX), Brand 4 (XXX/XXX/XXX)
QB5 Please think about all of your experiences and interactions with [BRAND]. How much do you agree or disagree with the following statements?
Data Net score [top two box – bottom two box]



03

3 Step Action Plan



01

BRAND IMPLICATION

Sit amet, adipiscing elit, diam nonummy nibh euismod sit tincidunt ut laoreet dolore magna aliquam ipsum dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



02

BRAND IMPLICATION

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03

BRAND IMPLICATION

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Humanizing Brands, Moving People

Client Name | 01.01.22

monigle

Appendix



Market / 2022

Based on what you know about [BRAND], how well do they deliver on the following?

Net score [top two box – bottom two box]

SOCIAL ATTRIBUTES*



M/P

Base

QB11

Data

*

Market / 2022

All respondents at least somewhat familiar with each brand: Brand 1 (XXX), Brand 2 (XXX), Brand 3 (XXX), Brand 4 (XXX)

Lastly, based on what you know about [BRAND], in your opinion, how well do the following statements describe them?

Net score [top two box – bottom two box]

All statements added in 2022

M E T H O D O L O G Y

THE HUMANS

Health care decision-makers for the household that have received medical care in the past 2 years and have health insurance (70% Private / 30% Government - excludes Medicaid)

THE METHOD

Online quantitative survey with health care consumers across the U.S. sourced from panel sample

THE NUMBERS

n = 28,831 total respondents

n = 3,183 respondents who are nationally representative of the U.S. in terms of gender, age and region

n = 25,648 respondents who are from all 59 markets where brands were evaluated

THE FIELDWORK

Wave 5 (2022) November – December 2021

Wave 4 (2021) November – December 2020

Wave 3 (2020) November – December 2019

THE SCIENCE

Quantitative analysis used z-tests to identify statistical significance at a 95% confidence level, as well as Factor Analysis, MaxDiff, Shapley Value Regression and Structural Equation Modelling (SEM)

SCORING SYSTEM

Our HBE scoring system in 2022 is based on a Structural Equation Modelling (multiple regression) approach and is an updated version of our 2021 model.

Structural Equation Modeling (SEM) is a system of simultaneous equations which are modeled based upon a priori hypotheses. In other words, the model framework is configured based upon assumed relationships among variables and is tested with data.

SEM combines both factor analysis and multiple regression. Utilizing this method has many advantages. Namely, measurement error is controlled, familywise error is reduced, and both latent variables (hypothetical constructs) and unsystematic variance can be modeled.

The SEM for HBE was conducted using the factor variables Sensorial (QB2s), Intellectual (QB3s), Emotional (QB4s), Behavioral (QB5s), and single variable Reputation (QB7) to predict Brand Behavior, a factor variable consisting of Advocacy (QB9) and Intent (QB8).

The relationships between each of the variables and their respective factors were examined, as well as the relationships between each of the exogenous factors (independent/predictor factor variables), along with the relationships between the exogenous factors and the endogenous factor (dependent/criterion factor variable). This modeling occurred at once, simultaneously.

The results revealed that Sensorial, Intellectual, Emotional, Behavioral, and Reputation all significantly predict Brand Behavior (made up of Advocacy and Intent). Specifically, they explain 75% of the variance in Brand Behavior.

Furthermore, Sensorial, Intellectual, Emotional, Behavioral, and Reputation are all significantly and positively related to each other, with the most common relationship pathway as evidenced by the data being as follows: Sensorial → Intellectual → Emotional → Behavioral → Reputation → Intent → Advocacy.