Do Hospital Awards Drive Consumer Decisions?
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

1,000+ respondents

Calculate your margin of error

<table>
<thead>
<tr>
<th>Population size</th>
<th>Confidence level (%)</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>325,700,000</td>
<td>95</td>
<td>1,000</td>
</tr>
</tbody>
</table>

Margin of error

3%
Survey Methodology

Four U.S. regions
Survey Methodology

Cross-tabulation by demographics
Respondent Profile

**Gender**
- Male: 54.0%
- Female: 46.0%

**Age Group**
- 18-29: 28.4%
- 30-44: 20.3%
- 45-50: 27.8%
- > 60: 23.5%
What we learned.
Awards Familiarity

- American Heart Association: 66% of respondents are familiar with it.
- U.S. News & World Report: 54% of respondents are familiar with it.
- CMS/HCAHPS Star Rating: 50% of respondents are familiar with it.
- Commission on Cancer: 50% of respondents are familiar with it.
- The Joint Commission: 50% of respondents are familiar with it.
- Healthgrades: 50% of respondents are familiar with it.
- LeapFrog: 40% of respondents are familiar with it.
- CareChex: 25% of respondents are familiar with it.

54% of respondents are not familiar with Healthgrades.

American Heart Association was ranked most familiar & important.

66% of respondents are familiar with U.S. News & World Report.
Southerners were more familiar with awards & ranked them higher in importance.
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

- 45-60 age group rated higher in importance for specialty care
- 18-29 age group rated higher in importance for emergency care
- Geography had no impact on service type ranking

Award Importance by Service – Nationwide

Percentage of Respondents

- Low Importance
- Moderate Importance
- High Importance

Primary care, Specialty care, Surgical care, Emergency care, Outpatient 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

Percentage of Respondents
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.)

Hospital/Health System Research Method - Nationwide

Age Group

- 18-29
- 30-44
- 45-60
- > 60

Percentage of Respondents

- 0%
- 9%
- 18%
- 27%
- 36%
60+ age group still enjoy printed newsletters, while the younger age groups rank higher in social media channels.
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

- 24.7%

A hospital that is ranked #1 in your community

- 22.0%

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

- 78.0%
What About Dr. What’s-Her-Name?
Leadership and stakeholders

Healthcare consumers

Physicians and staff

Referring physicians and community leaders
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

MAPLE GROVE HOSPITAL
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 channels
Thank You.

Questions?
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