

PULSE OF THE PROVIDER: HOSPITAL SYSTEMS

IPSOS SOCIAL INTELLIGENCE ANALYTICS

Tap into critical, up-to-the-minute intelligence about the conversations surrounding your hospital system with Ipsos SIA's daily tracking program. Powered by leading social listening platform Synthesio, our program leverages global research expertise and advanced analytics to explore key events, topics, or trends impacting patient perceptions and experiences, utilizing anonymized public online discussions.



DAILY ALERTS

DAILY EVALUATION OF PROVIDER CONVERSATIONS AGAINST CV-19

- Volume and sentiment are evaluated against established threshold of conversations (hospital name + CV-19 mentions)
- Email alerts include volume, sentiment, emotion, key themes, verbatim comments, and relevant media data



WEEKLY REPORTS

WEEKLY (3-4 PAGE) MEMO STYLE REPORT

- Conversation analysis of primary brand, competitor(s), and overall trends related to tracked topic(s)
- Emerging organic topics of conversation about the hospital in lieu of coronavirus-related conversation to assess consumer emotions and emerging themes
- Recommendations and assessment of potential crises or reputation management triggers



24/7 DASHBOARD*

ACCESS TO SYNTHESIO PLATFORM

- World's largest data coverage
- State and city-level analysis
- Customized, DIY dashboards available
- Always-on, real time monitoring perceptions and experiences in an interactive interface

*OPTIONAL AT EXTRA CHARGE

Baseline Study: \$25K USD per hospital system (includes CV-19 data from Jan 1, 2020 – April 1, 2020)

Daily Alerts + Weekly Reports:
\$22K (for 4 weeks)

Weekly Reports Only:
\$17K (for 4 weeks)

Dashboard Add-On:
\$5K (for 3 months)

Program includes 4-week analysis of conversations for one provider or hospital (against a single topic) + one competitor (against the same topic) + 3-month Synthesio read-only dashboard access with up to 36 months of data (if dashboard add-on is selected)

Access to the Synthesio dashboard delivers insights in real time from across the online and social media world in the most actionable way possible. Our interactive platform delivers relevant insights to ensure your hospital system stays closely connected to the needs of the community and remains a trusted source of care and information, especially in times of crisis.

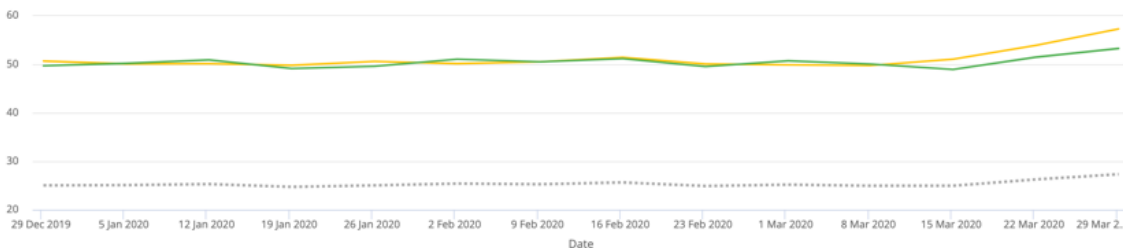
a day ago

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Subtopics	Ratings (Average)	Volume (Total)
Provider A	96.7	14.7K
Provider B	82.7	67.6K
Provider C	71	85.2K
Provider D	80	3.7K
Provider E	70	33.8K
Provider F	81.8	8K
Provider G	82.6	4.6K

Social Reputation Score Evolution

2020/01/02 - 2020/04/02



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