# 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

#### OICUTO 24/7 DASHBOARD\*

ACCESS TO SYNTHESIO PLATFORM

World's largest data coverage

\*OPTIONAL AT EXTRA CHARGE

- · State and city-level analysis
- · Customized, DIY dashboards available
- · Always-on, real time monitoring perceptions and experiences in an interactive interface

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)





## SYNTHESIO DASHBOARD HIGHLIGHTS

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.

#### **Detailed Verbatim Key Themes** 2020 Anonymous user a day ago home infection news I was sick 2weeks ago with a upper respiratory infection, the doctor spread prescribed me with tylenol and a cough medicine but I still don't have my minnesota 000 sense of smell and taste back. My doctor won't even see me and I'm worried because my husband made contact with someone with covid 19. What do outbreak symptoms you recommend us to do? We would like to speak with a doctor to see if Mt Sinai could see us. Hope anyone could give us a better response. show less medical. testing \_ hospital research system **Consumer Reviews** Words relative intensity High SURTOPICS RATINGS (AVERAGE) VOLUME (TOTAL) Maximal 14.7K PROVIDER A 96.7 **Share of Voice** PROVIDER B 82.7 67.6K PROVIDER C 85.2K PROVIDER D 80 3.7K PROVIDER E 70 33.8K PROVIDER F 81.8 PROVIDER G 82.6 4.6K Access to Care Quality of care 1 4M **Social Reputation Score** Hospital readiness 506K Social Reputation Score Evolution 2020/01/02 - 2020/04/02

9 Feb 2020 16 Feb 2020 23 Feb 2020 1 Mar 2020 8 Mar 2020 15 Mar 2020 22 Mar 2020 29 Mar 2

#### FOR MORE INFORMATION PLEASE CONTACT:

2 Feb 2020

19 Jan 2020

Steve Reeves
VP, Healthcare, Ipsos Social Intelligence Analytics
Steve.Reeves@lpsos.com

Matthew MacInnes
Director, Strategic Life Science Accounts, Synthesio
mmacinnes@synthesio.com





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