

Strategic
Health Care
Marketing

Do Hospital Awards Drive
Consumer Decisions?

2018 National Consumer Survey:
Value of Hospital Awards Results

Your Presenters



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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

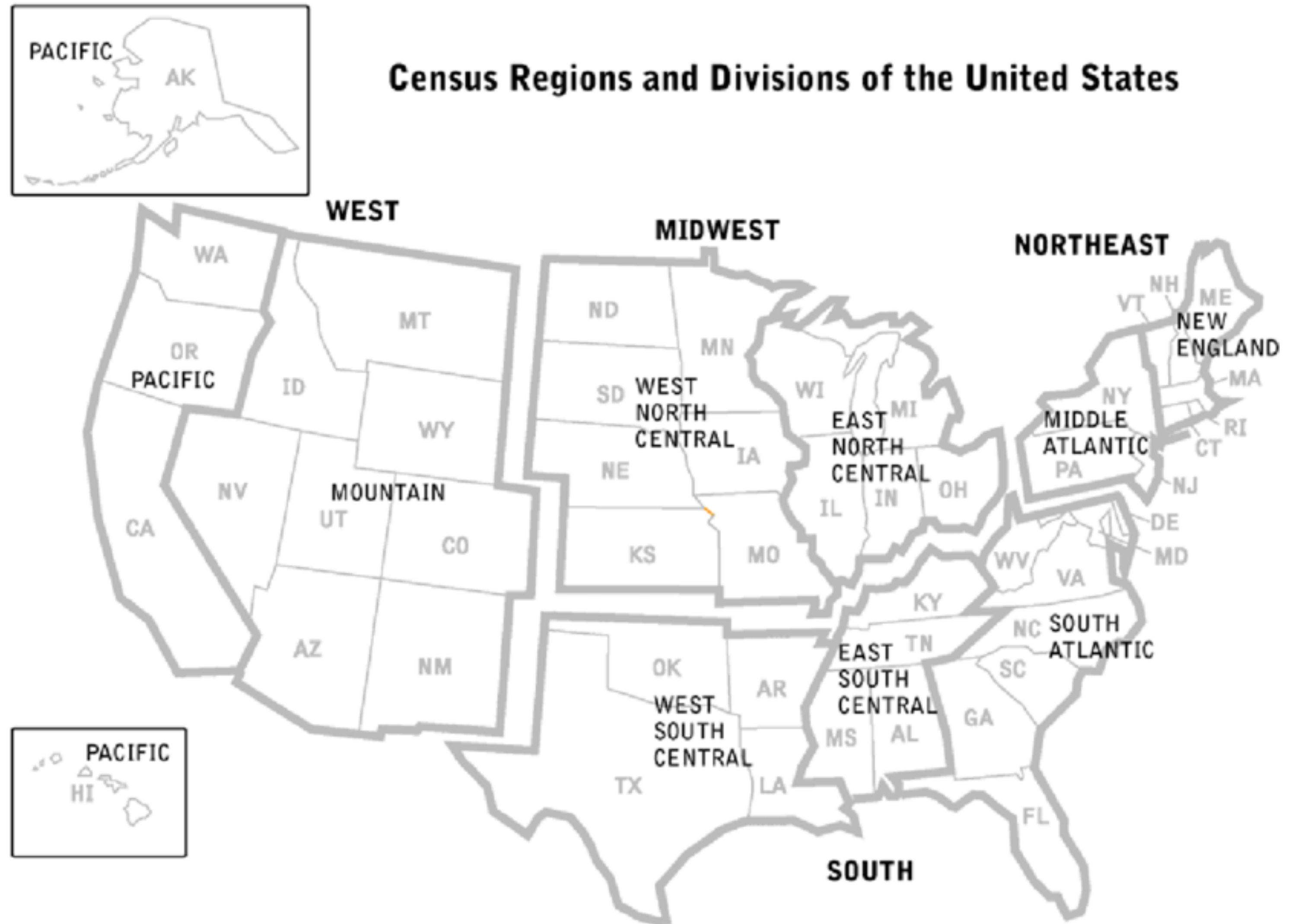
Margin of error

3%

1,000+
respondents

Survey Methodology

Four
U.S. regions



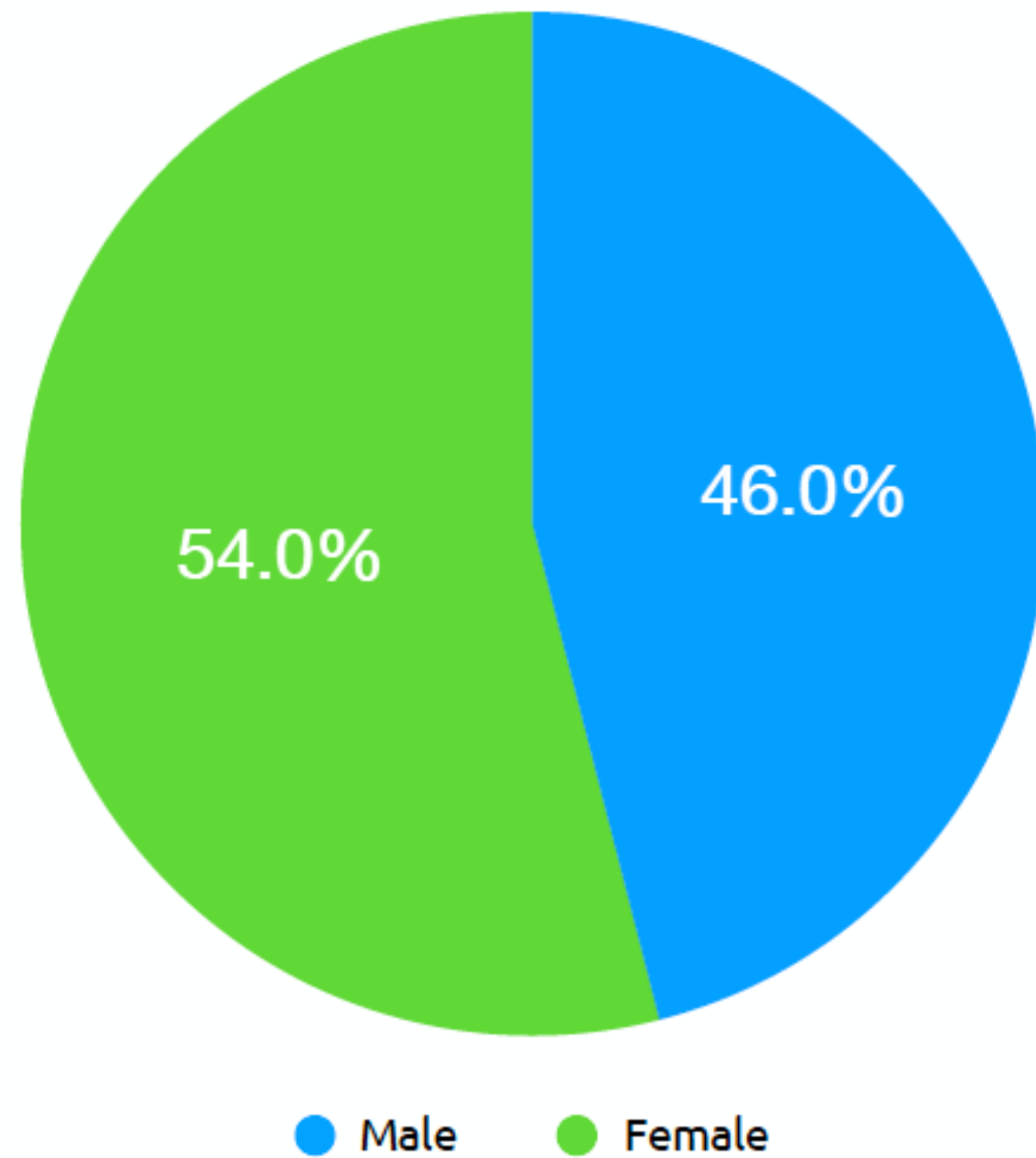
Survey **Methodology**



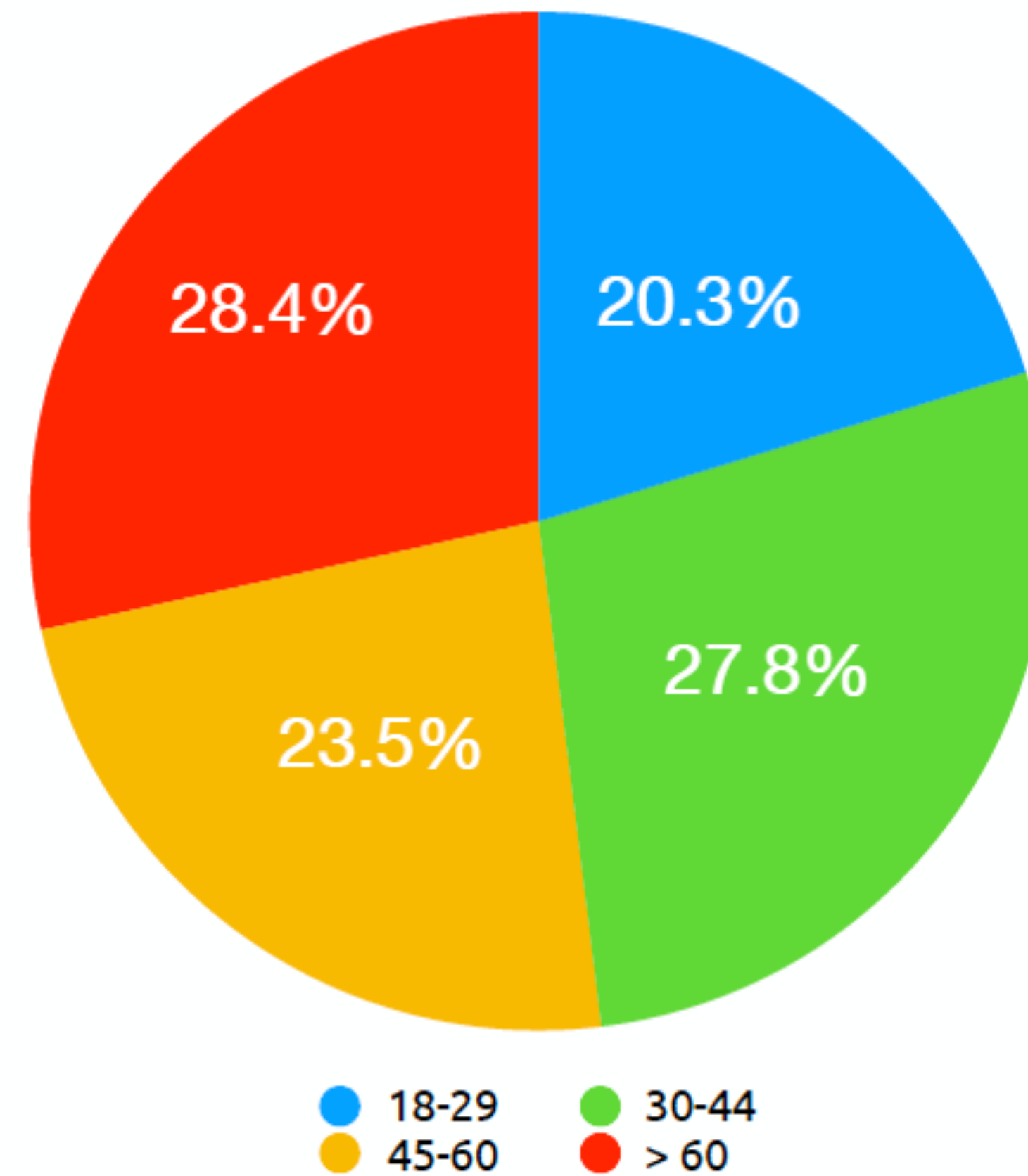
Cross-tabulation
by demographics

Respondent Profile

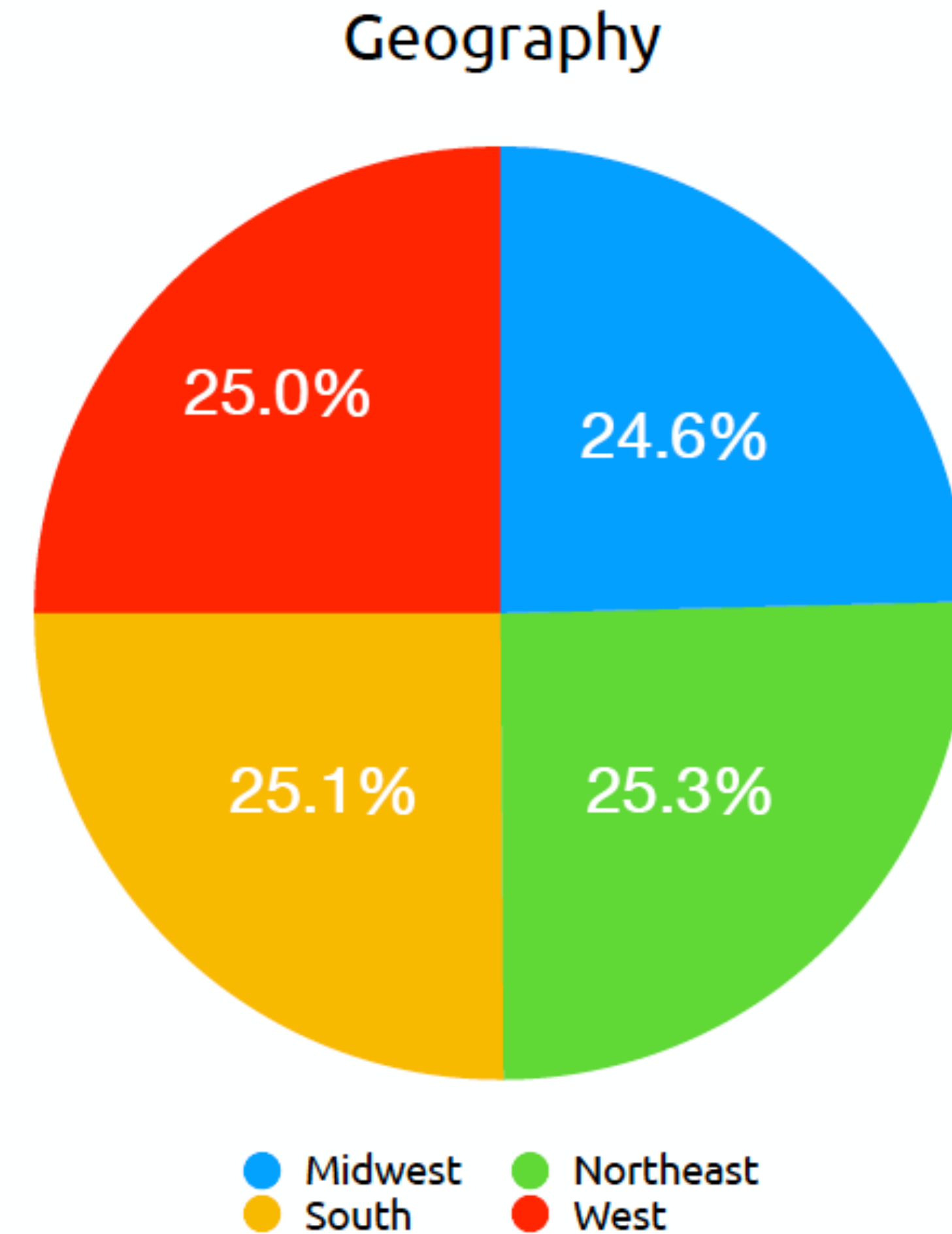
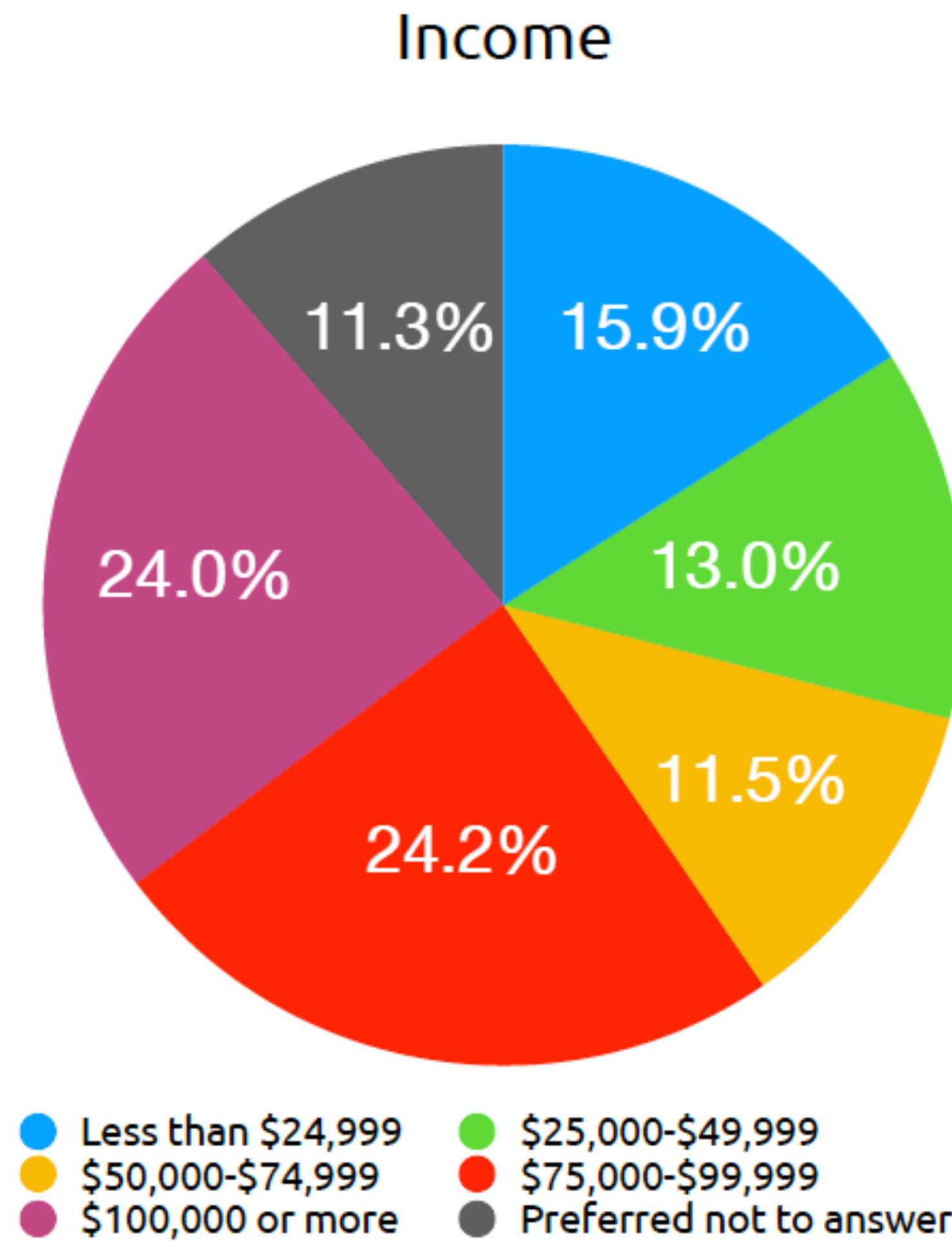
Gender



Age Group



Respondent Profile

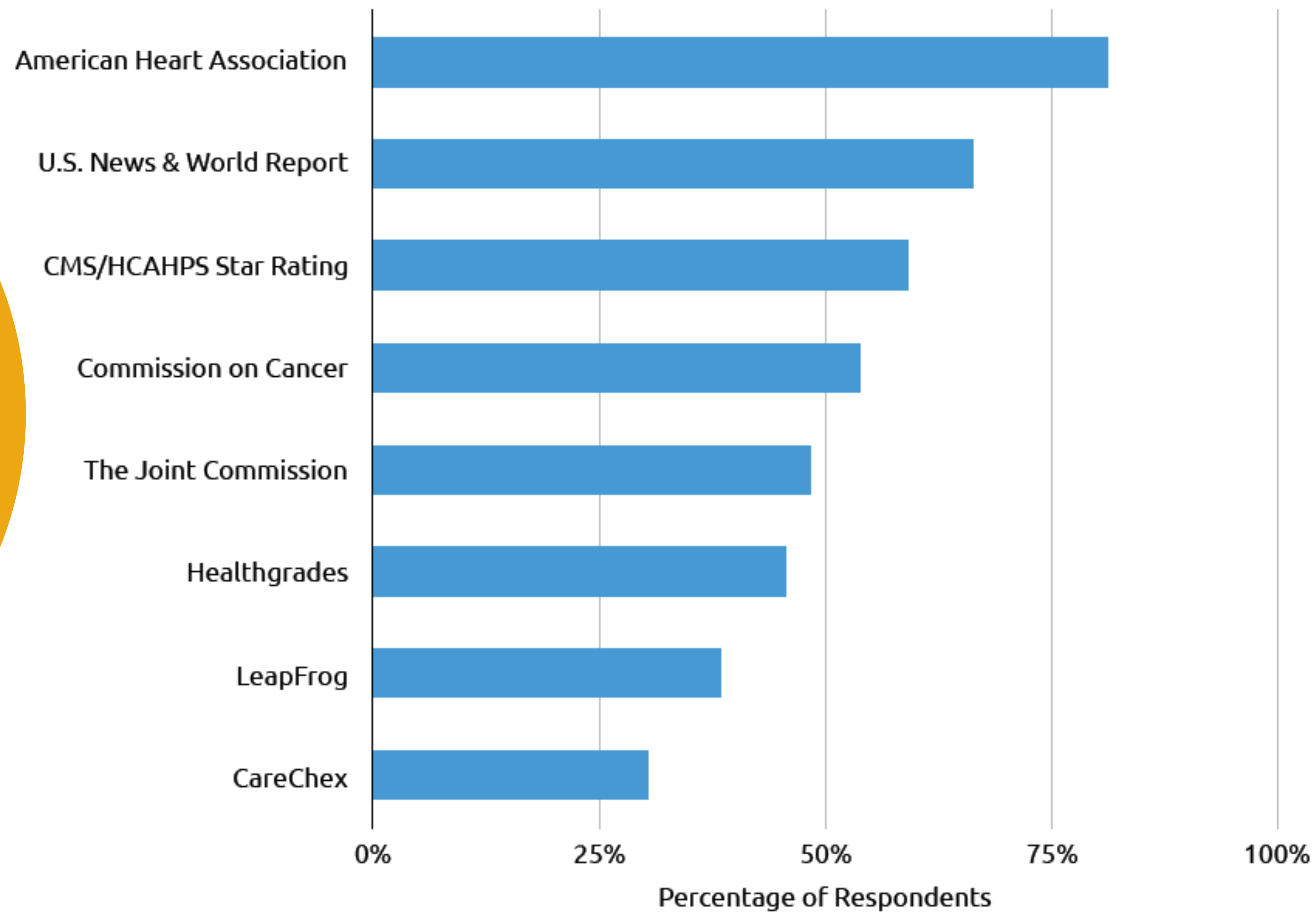


What we **learned.**

Awards **Familiarity**

54% of
respondents
**are not
familiar with
Healthgrades**

Award Familiarity – Nationwide



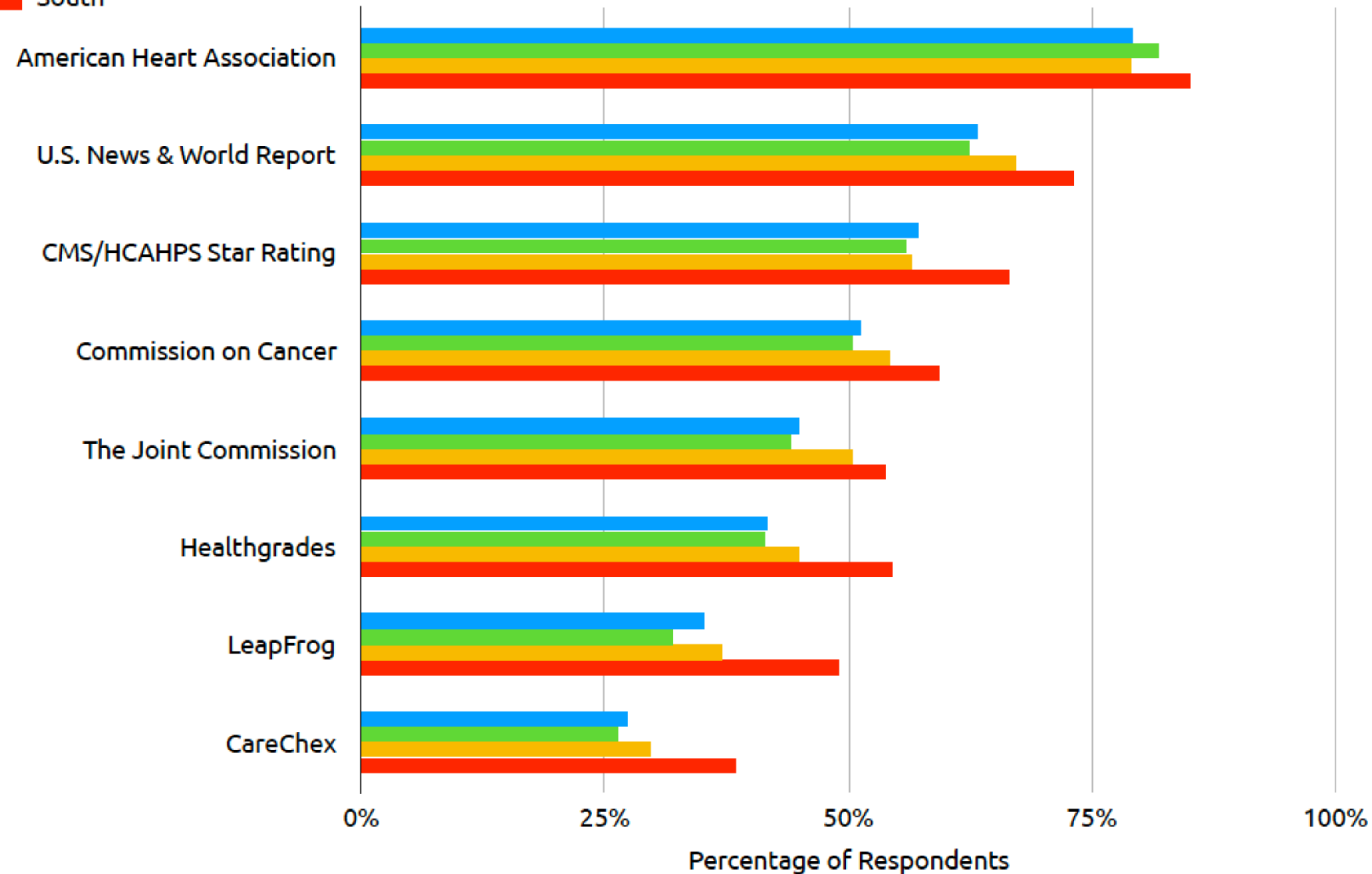
American Heart
Association
**was ranked
most familiar &
important**

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

Familiarity **by** Region

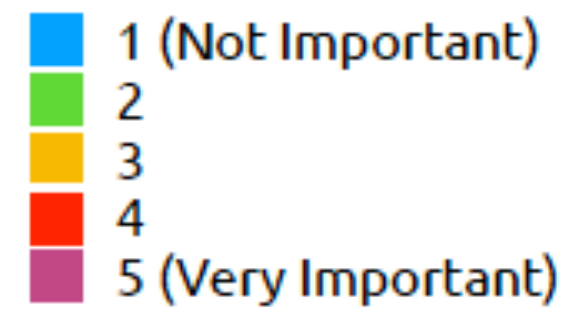
Midwest
West
Northeast
South

Award Familiarity – By Region

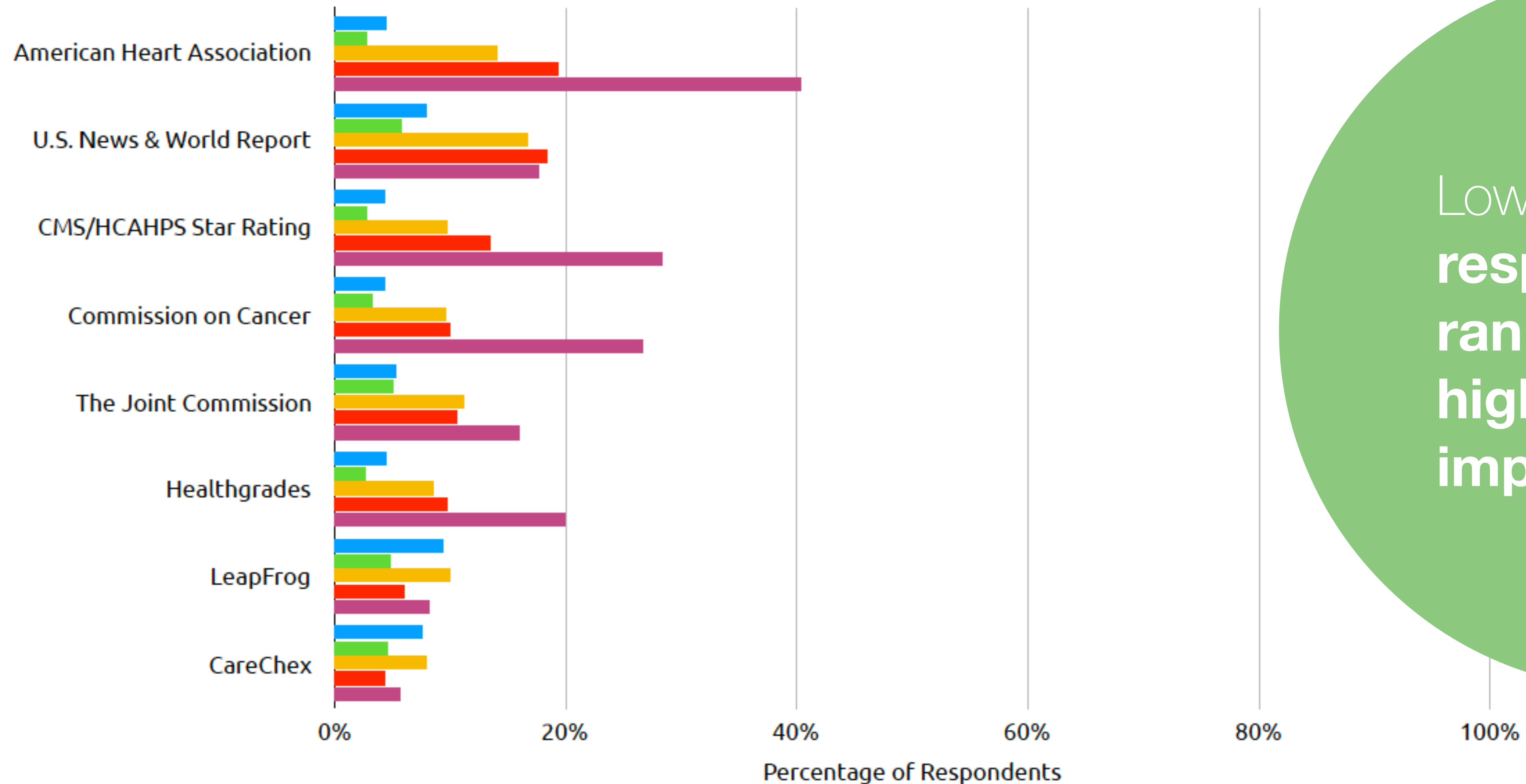


Southerners
**were more familiar
with awards &
ranked them higher
in importance**

Importance Index



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

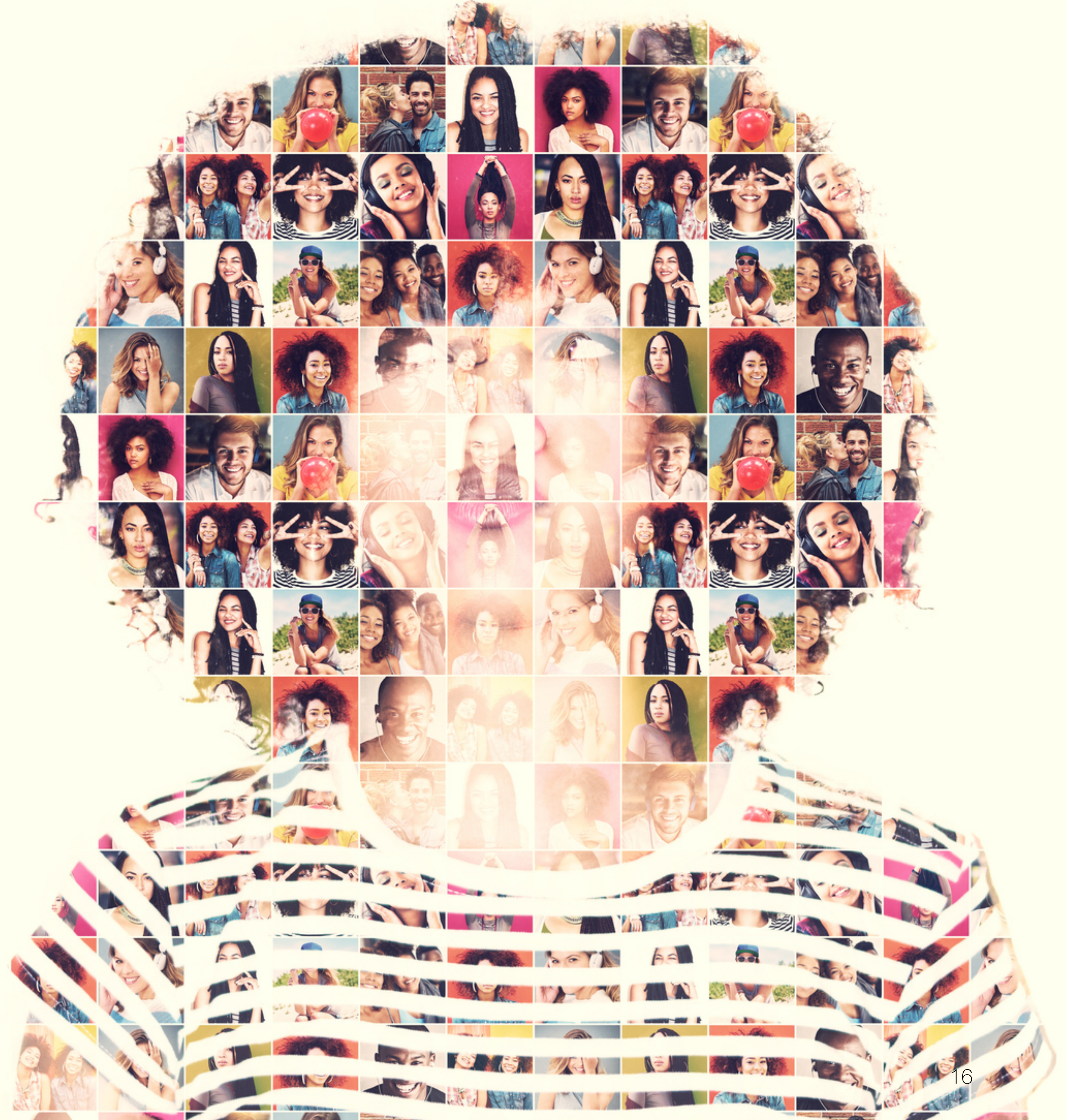


Lower income
respondents
ranked awards
higher in
importance



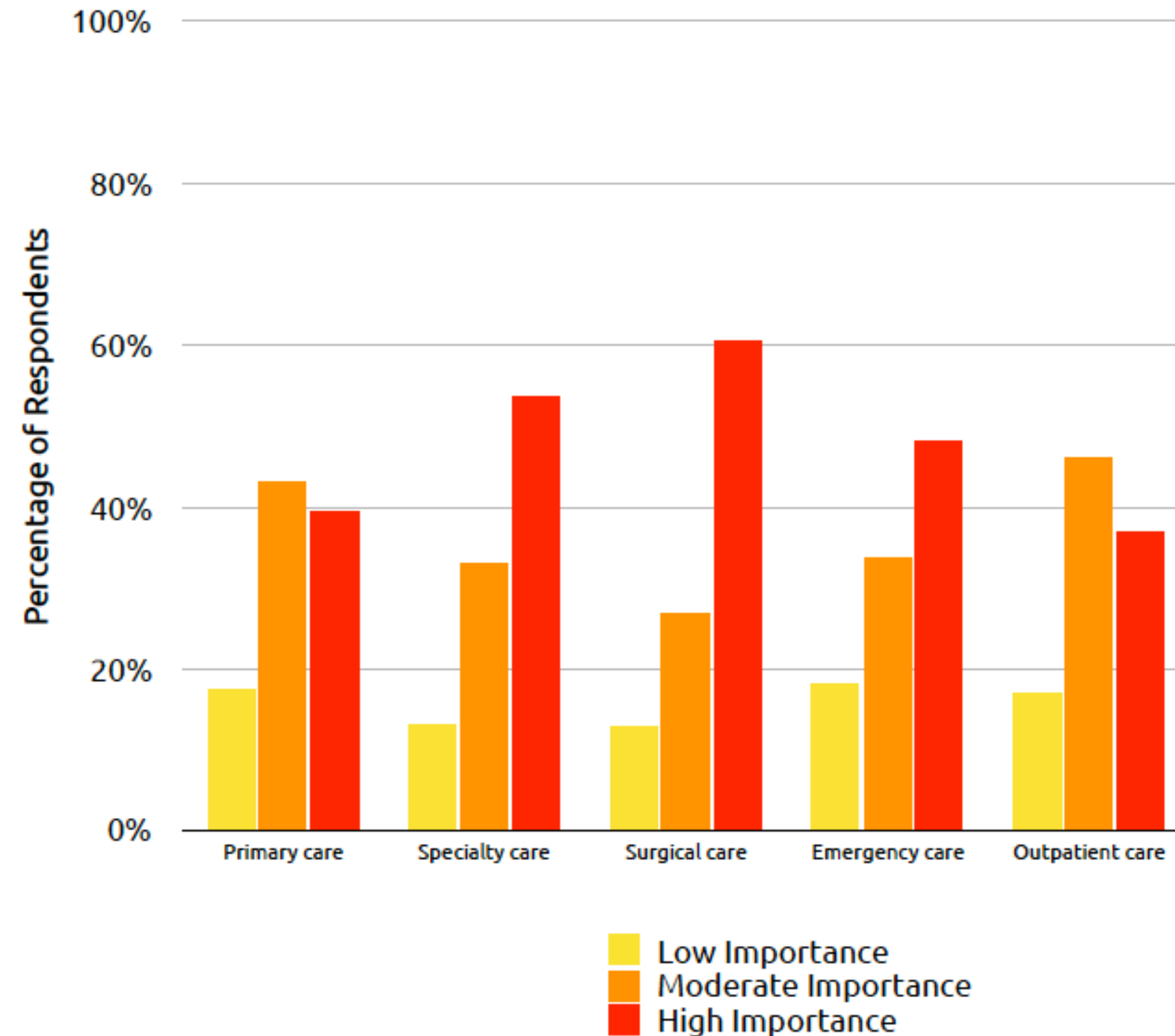
Age
**had little
impact on
importance
ranking**

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



Importance Index by Service Type

Award Importance by Service – Nationwide



Surgical care
**ranked most
important**

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**

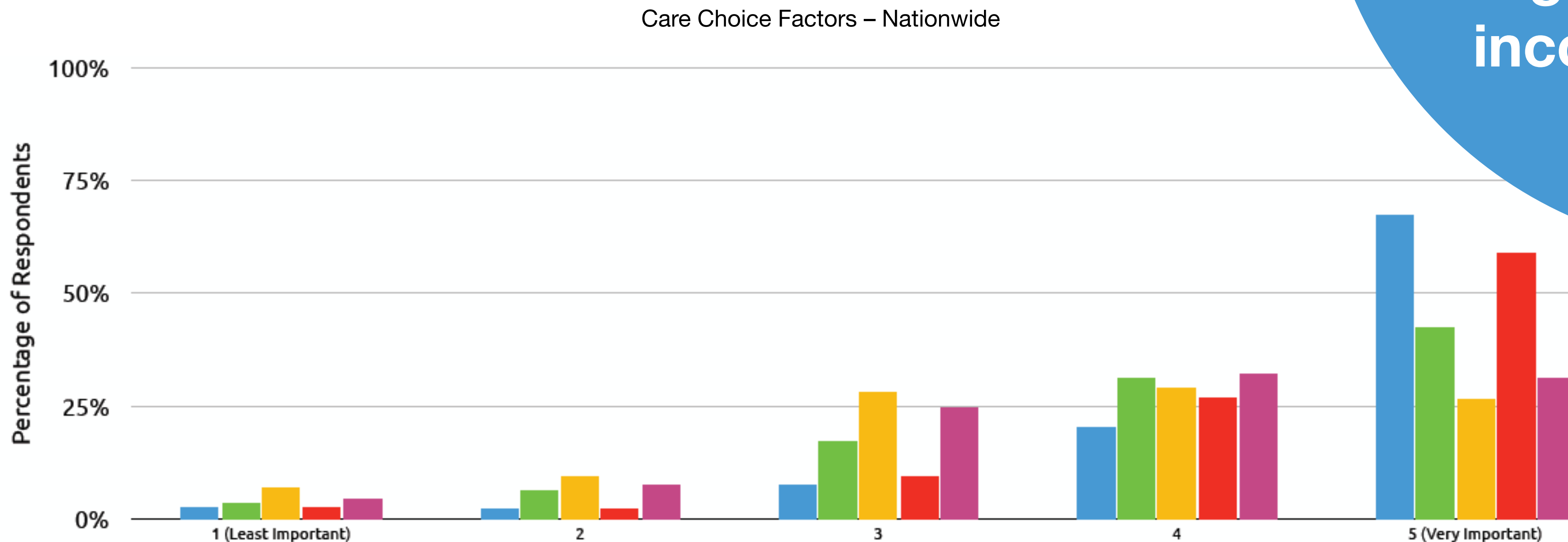
You Won Awards.

Now what?

Why They Choose You

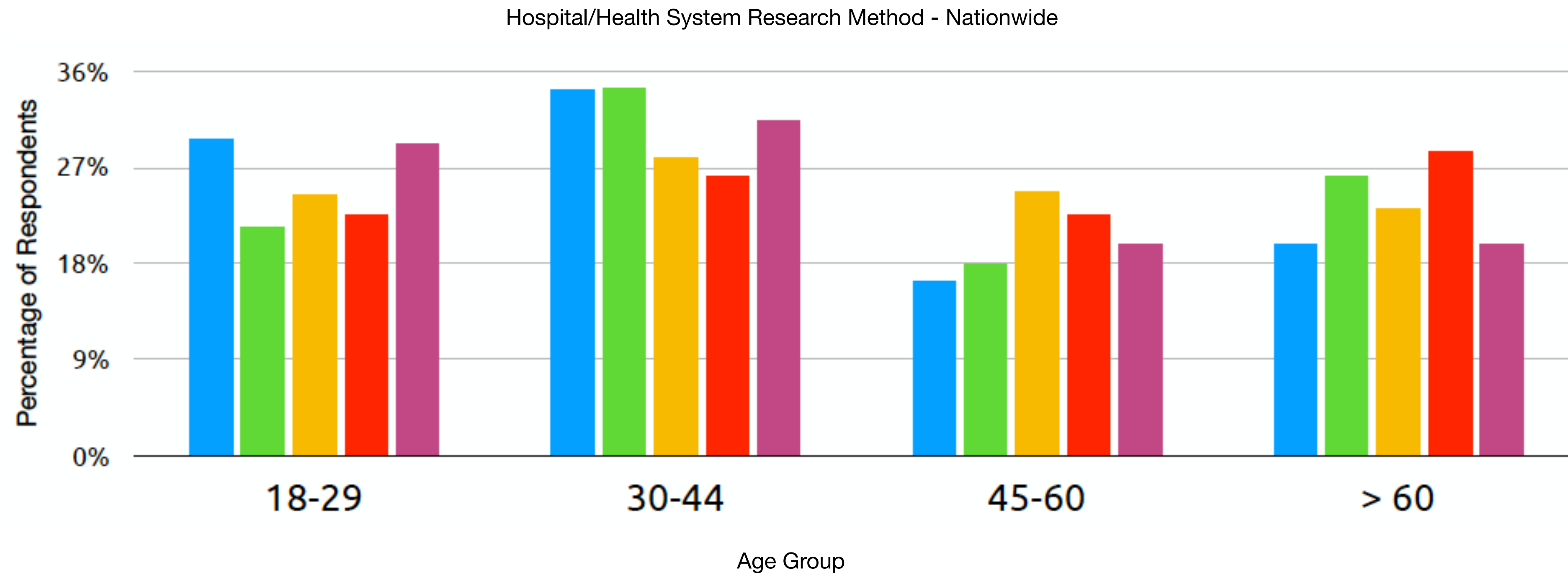
- Quality of service, reputation or hospital affiliations
- Referred by primary care physician/specialist
- Recommended by relative/friend
- Patient experience/bedside manner or appearance/cleanliness
- Fastest service or shortest waiting time

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



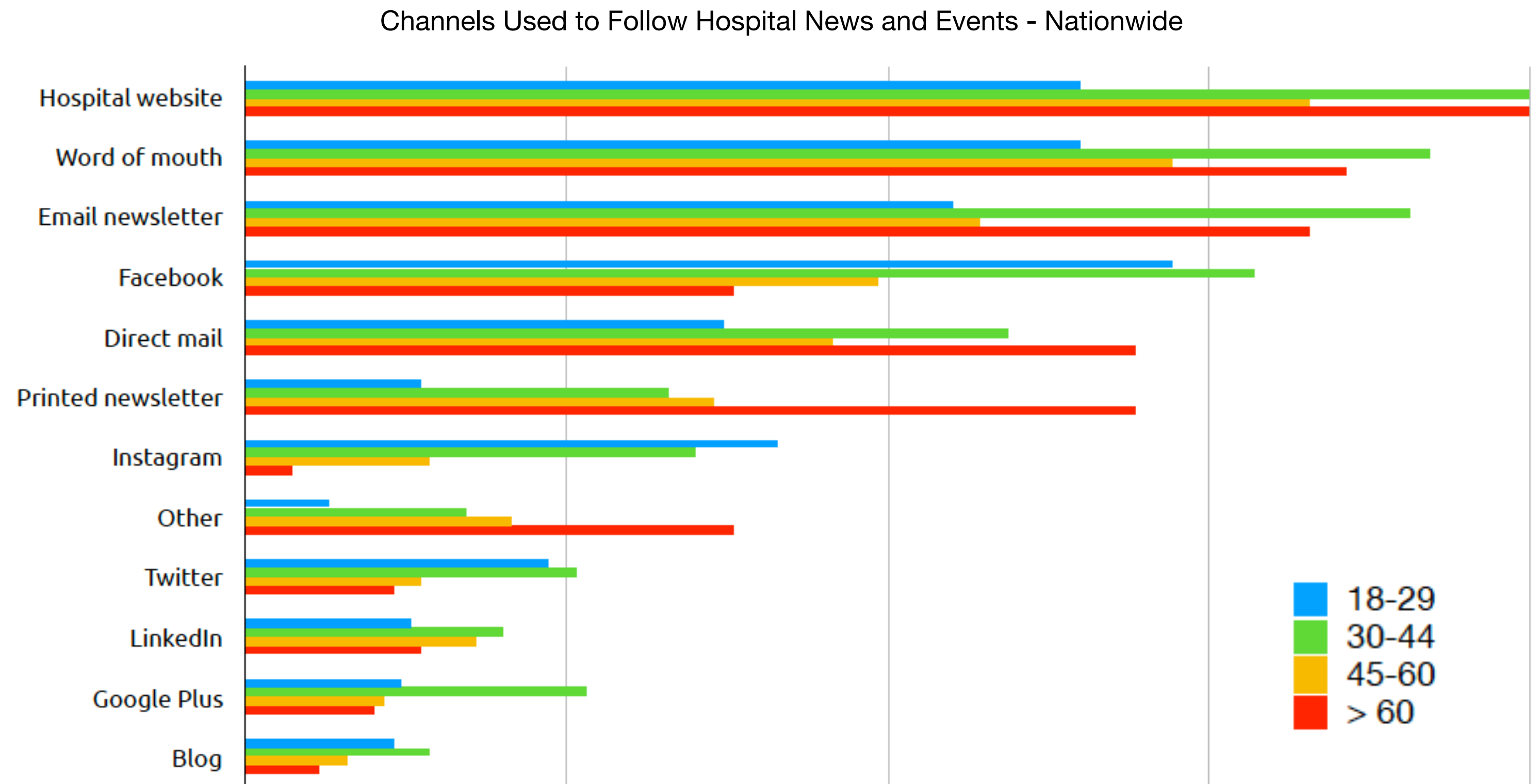
How They Find You

- 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.)



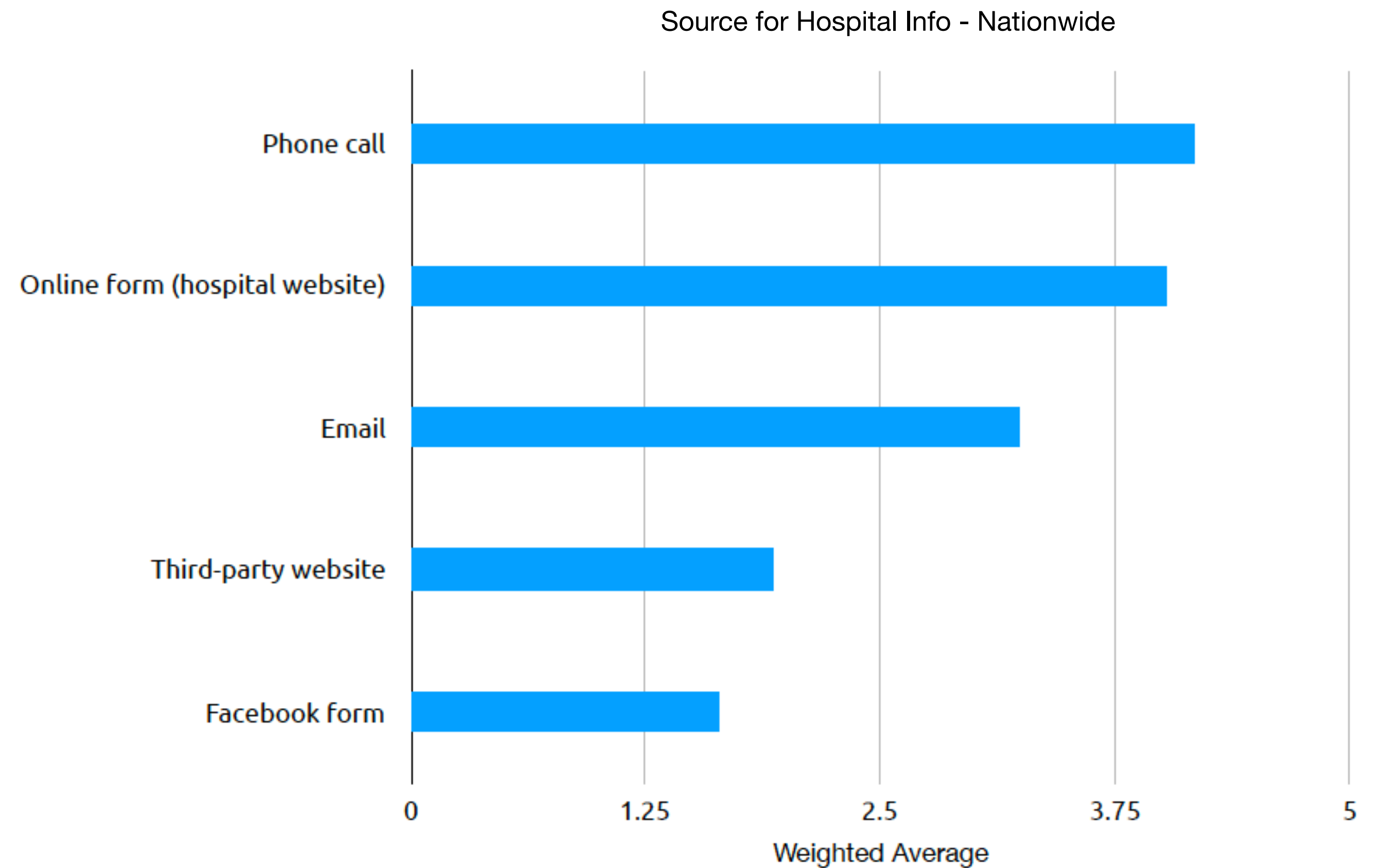
Who's Following You Where

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



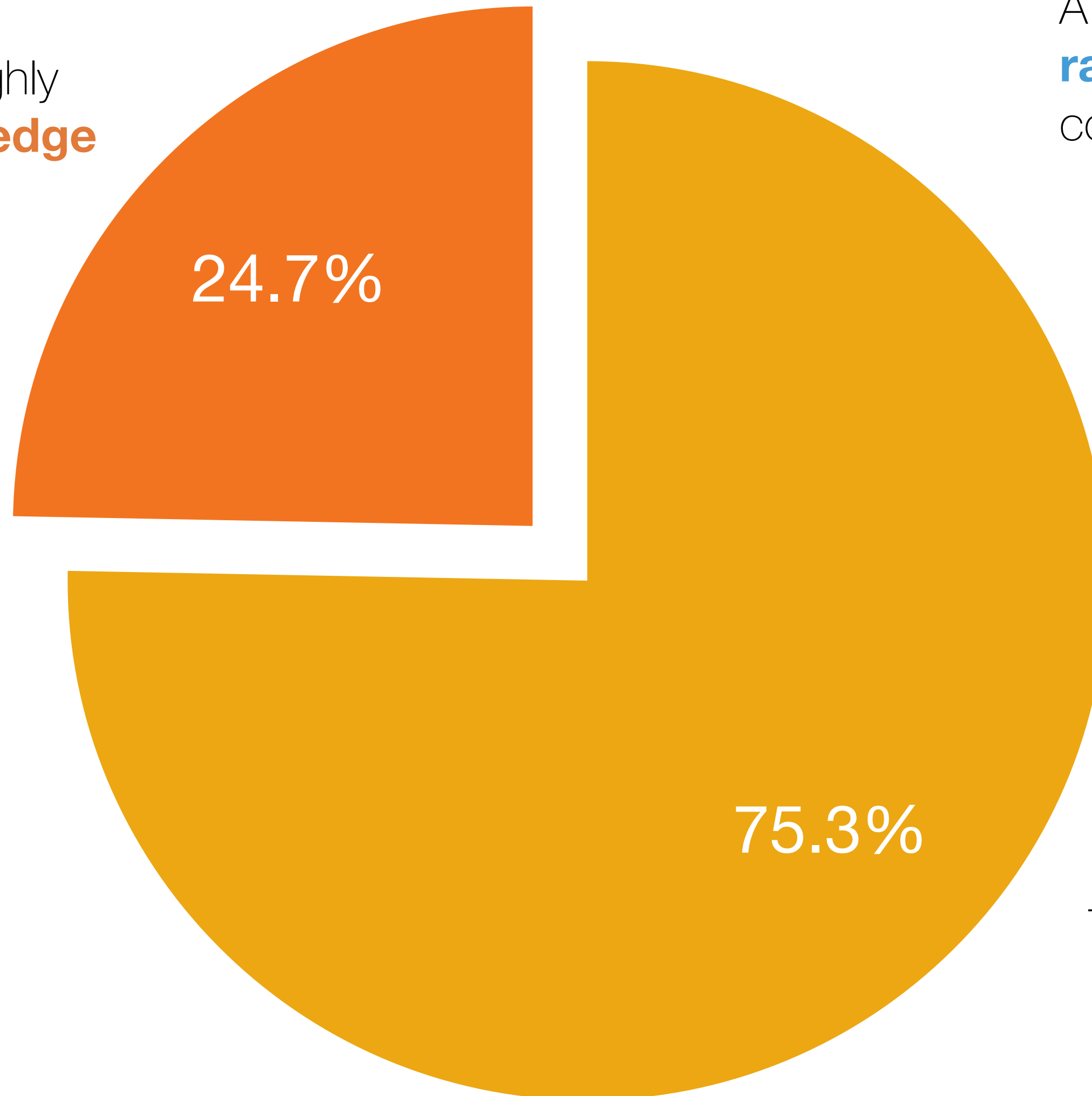
How They **Contact You**

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

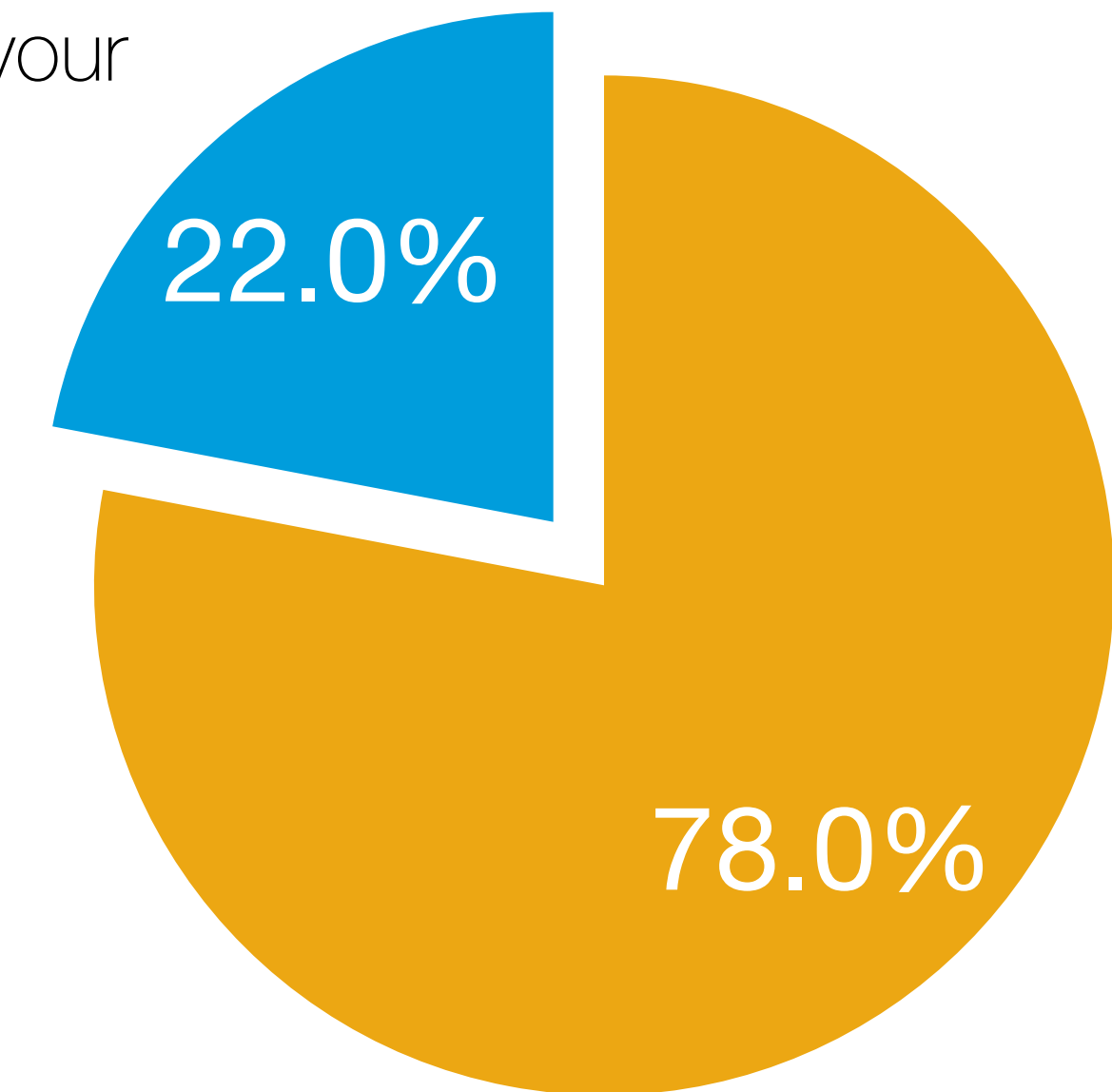


What They **Connect With**

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
A WORLD REPORT
U.S. News
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!**

- ④ Understand what the award you won means
- ④ Target the right audiences
- ④ Use awards to reinforce quality and reputation
- ④ Get the right message on the right channels
- ④ Don't forget about Dr. What's-Her-Name

Thank You.

Questions?

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