LIKE NO OTHER

2020 MARCOM BENCHMARKING PROGRAM

To participate in the ONLY BENCHMARKING
Designed BY national healthcare leaders
FOR national healthcare leaders

Your participation will empower you and others marketing leaders. Your participation gives you meaningful, valid data. You'll be ready to make better strategic and tactical decisions, develop a data-driven business case for increased resources, and demonstrate the effectiveness of your efforts.

Now in its fourth year, our approach has continuously improved to make it easier to enter data, compare yourself to peers of your choice, and access marketing/communications budgets and resource allocation in a comprehensive way.
WAYS TO ENGAGE

Participant –
Complete the online survey and receive dashboard access to program averages and medians – no cost

Sponsor –
Benefits above, plus access to all data (blinded), multi-layer filtering capabilities, and trends – $5,000/year

STUDY AREAS

- Key profile data to establish peer groups – institution size and areas supported by marketing communications
- Competitive situations for each institution for comparison
- Overall budgets and distribution of such between staff and media
- Detailed breakdown of where resources are placed each year

For more details: www.endeavormgmt.com/marcom-benchmarking-healthcare/
Endeavor Management
www.endeavormgmt.com/healthcare   1-800-846-4051