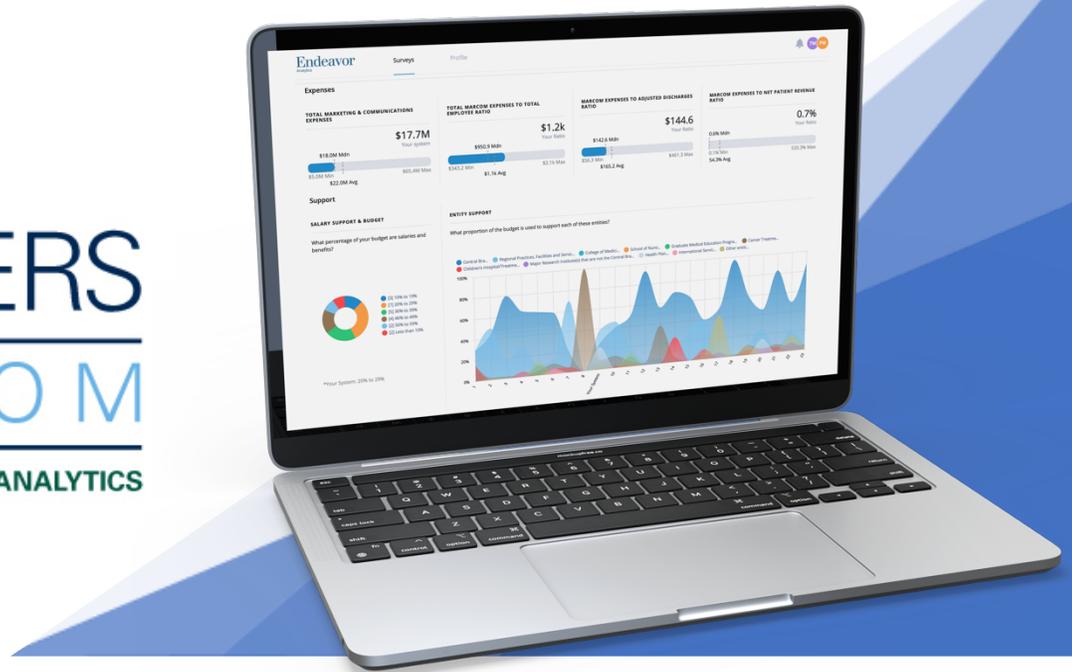


BY THE NUMBERS MARCOM

POWERED BY ENDEAVOR ANALYTICS



Frequently Asked Questions

WHAT IS THE BENCHMARKING SURVEY AND WHY SHOULD I COMPLETE IT?

This benchmarking survey is part of a multi-year program through which health care organizations share blinded marketing and communications budget and resource allocation information.

By the Numbers: MarCom helps you learn how you stack up against other organizations in the areas of staffing, marketing spend and other key trends. Leverage this insight to justify your budget and make strategic and tactical decisions about where and how to allocate your marketing and communications budget in the future. Through your active participation as a society of marketers and communicators, you're helping to ensure that SHSMD's By the Numbers: MarCom stays the most trusted and comprehensive budgeting resource for health care marketers.

Contributing your data is **free** and will include a high-level summary through an online dashboard in the 4th Quarter of 2022.

HOW DO I COMPLETE THE SURVEY?

Download the [step-by-step worksheet here](#) which will provide you the tools and resources you need as you are completing the survey. The survey can be saved and returned to at another time.

HOW LONG IT WILL TAKE TO COMPLETE THE SURVEY?

You should be able to complete the survey **within 20 minutes**, but some questions may take time for you to gather. For your convenience we provide a [worksheet](#) to assist you in gathering the data prior to completing the survey.

WHAT TYPES OF QUESTIONS ARE ASKED?

The questions are related to budget, staffing, MarCom functions, resource allocation, etc. Download the [step-by-step worksheet here](#) to learn more about what time of questions are asked.

HOW DO I SAVE MY DATA

There is a "Save and Continue" button at the bottom right-hand corner of the screen. When you need to stop, click that button and you will be asked to provide an email address. You will receive a link at that email address to return to the survey where you left off.

HOW CAN I CUSTOMIZE THE DATA TO ANSWER QUESTIONS?

There are 3 ways to view the data: benchmark group (5 organizations), overall (all data*) and filtering.* When filtering, you can only select based on demographic info (patient revenue, beds) not on specific organizations. Filtering is not used in conjunction with your benchmark group rather it applies to all survey respondents. If you choose filters that have fewer than 5 results, it will not show anything and ask you to change the filters. (*please note that filtering is only available to subscribers.)

HOW MUCH DOES IT COST TO COMPLETE THE SURVEY?

Contributing your data is **free** and includes a high-level summary through an online dashboard in the 4th Quarter of 2022. For additional benefits, comprehensive data and interactive custom reporting, become a **subscriber** to the By the Numbers: MarCom, described later in this FAQ document.

HOW MUCH DOES IT COST TO BECOME A SUBSCRIBER AND RECEIVE ACCESS TO ALL OF THE ANALYTIC CAPABILITIES?

If you subscribe to the By the Numbers program, you receive access to all aggregate data through an interactive dashboard. In addition, subscribers can view relevant comparisons to peers of your choice in the benchmarking program.

Subscription is only \$5,000 for the program year. Subscribers receive a login to access **all** data gathered, advanced filtering tools and unlimited benchmarks. In addition, Subscribers can add additional users to the dashboard tool.

DO YOU HAVE A SLIDING SCALE FOR SUBSCRIBERS FROM SMALLER HOSPITALS?

Yes, for hospitals with less than 100 beds, the subscription is \$1,000 per year; 100-399 beds is \$4,000 per year. And remember, submitting your data is free and you still get a high-level summary through an online dashboard in the 4th Quarter of 2022.

DO YOU UTILIZE ANY THIRD-PARTY RESOURCES TO INPUT ANY STATISTICAL INFORMATION?

We input data from the most recent American Hospital Association statistics, which are updated every November. We also utilize publicly available data such as rankings for filtering purposes only.

FOR WHAT TIME PERIOD SHOULD I SUBMIT DATA?

This benchmarking is based on the most current completed, finalized budgets (not necessarily actual numbers of dollars spent). We understand that organizations don't have the same budget year, so we do our best to accommodate the overlaps. That said, you should submit based on your Fiscal Year. For example, for the 2022 program year, if your fiscal year starts/ends Jan 1st, you'd submit data for the time period beginning 1/1/2022. If your fiscal year starts/ends July 1st, you'd submit budget period beginning 7/1/2022.

WHAT IS THE DEADLINE?

The initial deadline for each program year is **September 1st**. We strive to get in all responses by that date.

WHEN WILL RESULTS BE MADE AVAILABLE?

We will have the initial results available in the early part of the 4th Quarter via our dashboard. As more results come in, we'll update you regarding the new data loads.

WHAT DO THE INTERACTIVE REPORTS REPORT LOOK LIKE?

See sample dashboards here - <https://www.shsm.org/resources/by-the-numbers-marcom>

Unlike other benchmarking programs, the online reports are dynamic, interactive dashboards that provide various views of the submitted data based on whether or not you are a subscriber or contributor of data.

At the close of the calendar year or when sufficient responses are gathered, we will also create a summary report of all findings and a meta-analysis of those data. Our target date for that is in the first quarter of the year.

HOW DO I KNOW WHO IS PARTICIPATING?

For subscribers, in addition to the steering committee members, our participant list is updated in real-time and can be found on our dashboard.

WHAT IF I DON'T LINE ITEM BUDGET COSTS AS YOU HAVE THEM OUTLINED IN THE SURVEY?

You can use your best estimate of allocated resources. There is always a degree of “estimation” vs. “calculation” on these items type of numbers, so that’s why it’s best to start with the actual total expense number.

WHO WILL BE ABLE TO SEE MY DATA?

Subscribers and contributors can never see other organization’s non-public data.

Subscribers will see basic demographic information such as net patient revenue, # of beds, etc. when selecting the benchmark group but this is all available through many sources.

Only the person who submitted the data and those in your organization has appointed in the dashboard will be able see your system’s data. In addition, Endeavor Analytics will see it to manage the program and check data validity. The data is not shared or distributed in any other way on an individual level.

HOW DO YOU PROTECT MY DATA FROM OTHERS SEEING IT?

The benchmark group ensures that we have at least 5 organizations, so we keep the blinded nature of the survey intact. In addition, when filtering the data (available to subscribers), the system will not execute the query.

THIS IS SENSITIVE INFORMATION. WHAT FURTHER PROTECTIONS HAVE YOU PUT IN PLACE?

Protection of sensitive data of our survey participants is our highest priority.

Technology-wise we utilize several steps to protect data to all who use the online portal dashboards:

- Each organization user has a unique password protected login
- Password resets are only allowed by an Endeavor administrative user or the user themselves to authenticated by their email address
- Survey data is encrypted in our database with at least SHA-256 Encryption
- Information is encrypted in transit via Secure Socket Layer Encryption
- Data is located in a secure hosting facility in an unknown location

HOW ELSE MIGHT THIS DATA BE USED?

Endeavor Analytics will produce a static report / infographic which analyzes all the data together and draw conclusions from it. This report will be made available in PDF form to all participants. Aggregate or de-identified findings may also be used to supplement SHSMD/AHA or Endeavor Analytics presentation. Individual organizational data will not be shared.

For more information about this benchmarking program, please contact marcombenchmarking@endeavormgmt.com or visit the SHSMD website at <https://www.shsmd.org/resources/by-the-numbers-marcom>.