

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 you're helping to ensure that SHSMD's By the Numbers: MarCom stays the most trusted and comprehensive budgeting resource for health care marketers and communicators.

Contributing your data is free and all contributors will receive access to an aggregate summary in an online dashboard once sufficient data have been received. Your blinded data will also become available for other organizations to compare against (in no less than aggregate groups of 5 organizations) and will help inform the field of trends over time.

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 WILL IT 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 expenses, staffing, MarCom functions, resource allocation, etc. Download the [step-by-step worksheet here](#) to learn more about what types 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 in a grey bar. When you need to stop, click that button and you will be asked to provide an email address. You will receive an email from **Alchemer** [<noreply@alchemer.com>](mailto:noreply@alchemer.com) containing a link to return to the survey where you left off.

FOR WHAT TIME PERIOD SHOULD I SUBMIT DATA?

We ask that you work from your most current, complete and finalized budget (not necessarily actual numbers of dollars spent). We understand that budget start/stop dates vary across organizations, so we do our best to accommodate the overlaps. That said, we will ask you to provide the start date of the Fiscal Year for your budget. For example, for the 2023 program year, if your fiscal year starts/ends Jan 1st, you'd submit data for the time period beginning 1/1/2023. If your fiscal year starts/ends July 1st, you'd submit budget period beginning 7/1/2023.

HOW DO I ACCESS THE AGGREGATE SUMMARY ONCE IT IS READY?

Once you have completed and submitted your survey and when sufficient responses have been received from the field, you will be given access to an online dashboard with aggregate summary data. Watch for an email from SHSMD or from MarComBenchmarking@EndeavorMgmt.com in late Q4. To view the aggregate summary dashboard, you will need an Endeavor login to view.

- If you have an Endeavor login, go to: <https://insights.endeavormgmt.com/>
- If you need an Endeavor login, request a password:
<https://insights.endeavormgmt.com/survey/marcombtn/interest>

For login questions, contact marcombenchmarking@endeavormgmt.com.

HOW MUCH DOES IT COST TO COMPLETE THE SURVEY?

Contributing your data is free and you will receive an aggregate summary once sufficient data has been received from participants. For more elaborate MarCom benchmarking 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.

Annual subscription pricing is based on the size of your health care system:

- <100 beds pricing is \$1,000
- 100-399 beds pricing is \$4,000
- 400+ beds pricing is \$5,000

Subscribers receive a login to access **all** (blinded) data gathered, advanced filtering tools and unlimited benchmarks. Subscribers can look at trends over time and benchmark against groups of 5 organizations in aggregate. In addition, Subscribers can add additional users to the dashboard tool.

Learn more about subscription benefits here: <https://www.shsmd.org/resources/by-the-numbers-marcom>

Express your interest in becoming a subscriber here:
<https://insights.endeavormgmt.com/survey/marcombtn/interest>

HOW CAN I SEE CUSTOM VIEWS OF THE DATA?

This can only be done in the online portal after your survey has been completed and is only available to paying subscribers to the benchmarking program. 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.

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.

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?

Contributors will have access to a basic dashboard containing an aggregate summary of initial data received in Q4 via an online interactive dashboard. A more detailed analysis and presentation will be made available in the Spring of each year. If you are a subscriber, you'll have access to all data and be able to compare in more detailed dashboard views using filters and benchmark groups and see trends over time. As more results come in, the dashboard will be updated, so check back periodically for updated information.

WHAT DO THE INTERACTIVE REPORTS REPORT LOOK LIKE?

See sample dashboards here - <https://www.shsmd.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.

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 HAVE 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 who have been appointed in the dashboard will be able see your system's data. In addition, Endeavor Analytics portal administrators will 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 if less than 5 organizations are selected. Basic hospital/organizational demographics and AHA hospital data set information will be viewable, however.

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 PPT or 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>.