



Endeavor Management - Healthcare

950 Echo Lane
Suite 200
Houston, Texas 77024

P +1 713.877.8130
F +1 281.598.8895
www.endeavormgmt.com

**Terms of Participation for Contributors
MarCom Benchmarking Program**

The By the Numbers MarCom Benchmarking Program, Powered by Endeavor Analytics, consists of an online data collection and reporting service in which marketing activity and budget data is collected from Subscribers and Contributors; and then organized and administered by Endeavor Analytics (Endeavor), an independent third party, for the development of benchmark datasets and reports obtainable via a dashboard in customized sets by Subscribers.

Once you have entered data into the survey, your organization name may be placed on a public facing web page along with other contributors and subscribers to the benchmarking program. Other publicly available or purchasable data about your organization such as your organization's location, size and demographics may be visible to program participants (e.g., American Hospital Association annual survey data).

In all cases, unless otherwise amended, references to data in this agreement refer to survey respondent data, which will be blinded for all but Endeavor and SHSMD personnel on a need-to-know basis. Paying subscribers to the benchmarking program will have access to run additional analyses on the full data set of all contributors' data. To preserve respondent anonymity, survey respondent results will only be visualized when at least 5 organizations have been identified and aggregated within a filtered sub-set. Endeavor neither guarantees the accuracy of respondent-provided information nor quantity of respondents.

This Agreement outlines the specific commitments of Endeavor and a Contributor in this benchmarking study.

If you are a non-subscribing Contributor, once you provide your data and once Endeavor and SHSMD receive sufficient responses from the field, you will be provided with aggregate summary data which can be accessed through an online dashboard. You will be provided with one user login ID for the dashboard. You agree not to share your login. You agree not to publish the data without written consent from Endeavor and SHSMD.

As the administrator of this benchmarking program, Endeavor will:

- Design, program and host the online survey
- Maintain the anonymity of all respondent data
- Review the data to maximize validity
- Distribute email invitations to prospective respondents, including automated reminder emails for non-responders
- Design, program and host the online dashboard to disseminate survey data to contributors
- Assess, prioritize and make changes to the benchmarking dashboard based on feedback
- Design, program and host a customization tool for selecting benchmarks to display in each organization's dashboard
- Provide technical support for users, responding to requests 2 business days
- Establish organizational-level access and data views (one login per organization) to blinded data via our dashboard platform
- Provide access to all blinded data accessible via filters
- Host and record one dashboard orientation webinar for all sponsors
- Maintain access to dashboard for a period of one year from date of release
- Create one standard report for all contributors to share via PPT/PDF format
- Conduct validation follow-up emails, as warranted, to clarify responses

Nash Holdings, Inc. d/b/a Endeavor Analytics
John McKeever, Chief Growth Officer, July 1, 2023