

Putting a number on your brand health is just the start.

Being able to quantify the health of your brand is invaluable. But at Ketchum, we believe the real ROI comes from knowing how to improve that number.

Introducing the Vital Diagnostic from Ketchum Health. The measurement tool that uses advanced predictive analytics to tell you what to do differently to increase your brand health and all the vital health outcomes it drives.





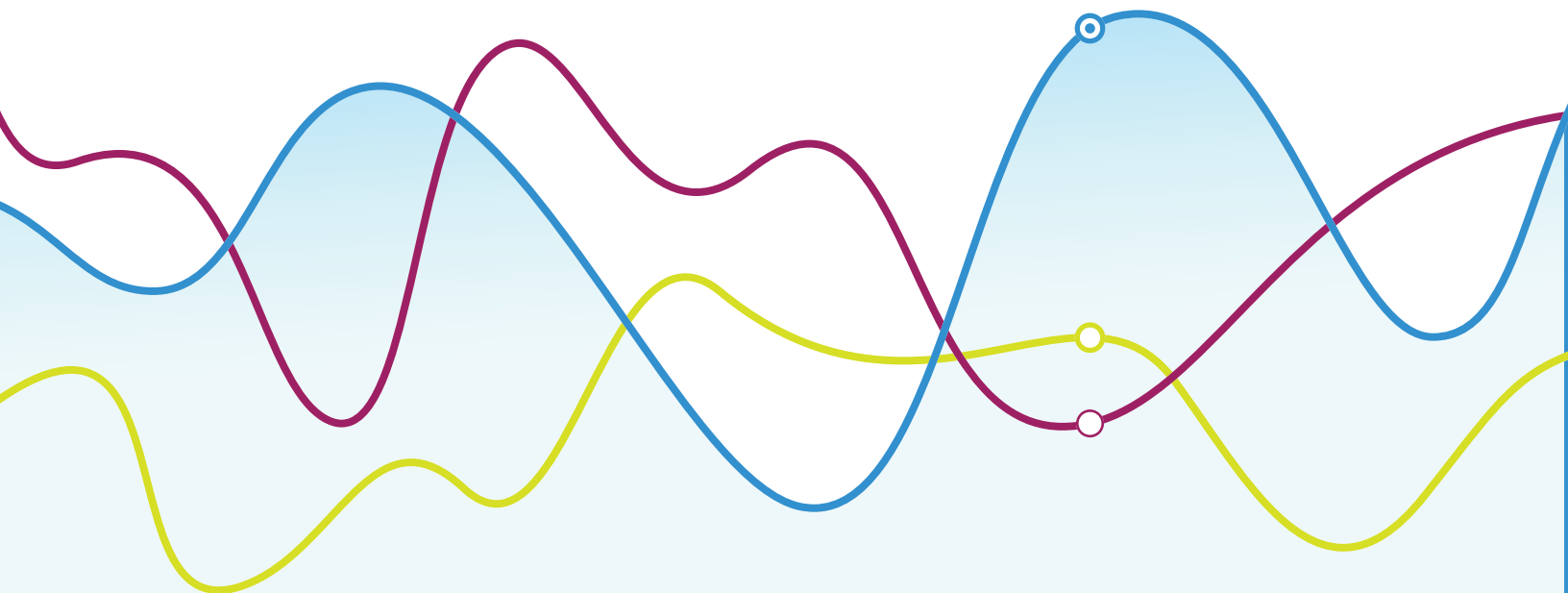
You're in the business of improving patient health and creating medical innovations that impact care. When your stakeholders become aware of and accept the positive impact you're creating for their constituents, everyone wins.

At Ketchum, our job is to ensure that everyone – from patients to investors, and physicians to payers – understands the tremendous value in your scientific and business leadership, and appreciates the public health improvements you make possible.

A 360-degree view of brand health

We begin with the Vital Diagnostic from Ketchum Health, a new consulting tool created by Ketchum Analytics and Daggerwing Group, Ketchum's change management consultancy. The Vital Diagnostic uses proprietary research and management consulting methods to provide a 360-degree view of brand health, whether that's the overarching corporate brand or an individual product brand.

Custom-tailored to your stakeholders, geographic locations, and business goals, the diagnostic provides a baseline measurement of your brand health, a program for ongoing monitoring and measurement, and recommendations you can trust about your marketing and communications strategies. That trust comes from Ketchum's unique use of advanced predictive analytics to document the cause and effect (causation) – instead of just relationships (correlation) -- between your brand health drivers and critical business outcomes.



1

ASSESSING YOUR VITAL HEALTH ACROSS KEY STAKEHOLDERS

The Vital Diagnostic quantifies a company's Vital Health Score across members of key stakeholder groups and geographic regions, which are defined by the company. Examples of typical stakeholder groups include employees, payers, purchase influencers such as HCPs, policymakers, patients and investors – but this list can be as broad or narrow as needed.

The Vital Diagnostic evaluates and assigns a rating to nine dimensions of your brand health. The specific attributes tested under each dimension are customized based on each company's business goals and mission.



TRANSPARENCY



INNOVATION



COMPLIANCE



INTEGRATION



SOCIAL RESPONSIBILITY



PATIENT-CENTRICITY



QUALITY



EMPLOYER OF CHOICE

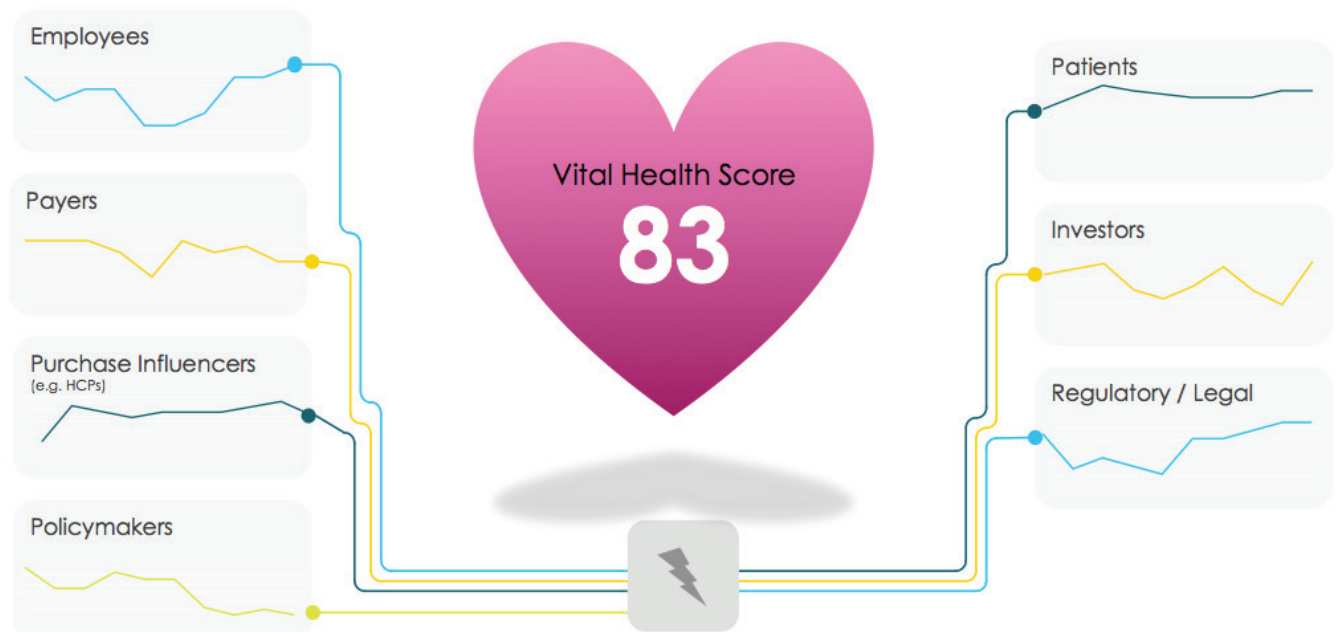


INDUSTRY LEADERSHIP QUALITY

2

RANKING THE DRIVERS OF YOUR VITAL HEALTH

Using causal predictive analytics, we identify the most influential drivers of positive health and business outcomes across the nine dimensions and rank them in order of their power to affect your future brand health and business outcomes. We then use your company's Vital Health Score to help you adjust and optimize your marketing and communications strategies.



Using influencer identification, issues mapping, stakeholder tracking and social listening, we monitor and evaluate your vital signs across the health and digital ecosystem on an ongoing basis.



How We're Helping a Leading Hospital Improve Patient Volume and Brand Reputation

CHALLENGE

A leading national hospital was praised by healthcare professionals and industry thought leaders from around the world, but its target audiences (those most likely to travel there for care) preferred competitors.

APPROACH

Ketchum Analytics created a roadmap to improve the hospital's brand health among its target audiences, fueling a stronger position as a leader in healthcare and increased patient volumes. The Vital Diagnostic was part of this process.

RESULTS

The hospital's brand awareness and health among target audiences are showing significant improvements over the past three years, even surpassing a key competitor as the most visited medical center. Patient volume has increased approximately 7% overall.

MEET YOUR TEAM: KETCHUM HEALTH, KETCHUM ANALYTICS AND DAGGERWING GROUP

At Ketchum, we view communications as the connective tissue between you and the vitality of your brand, your business, and the information patients seek along their journey. Our 250 **Ketchum Health** experts worldwide are constantly tracking, analyzing and predicting shifts in attitudes and behavior, shaping conversations in real-time, connecting influencers and socializing innovations.

Getting data is easy; being data-smart is the hard part. With over 20 years of industry leadership in communications marketing research and measurement, **Ketchum Analytics** understands how to make data work for you to achieve your competitive edge. We spearheaded the development of the Barcelona Principles, the industry framework for effective communications measurement, and are one of the largest research groups embedded in a communications agency.

Daggerwing Group is a global management consultancy helping executives accelerate growth by optimizing the intersection of business goals, customer needs, and employee experience. Our passionate, practical practitioners of change are specialists in C-suite alignment, customer journey mapping, organizational design, employee communications and cultural activation.

We believe in vital health.

WE ARE KETCHUM.

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