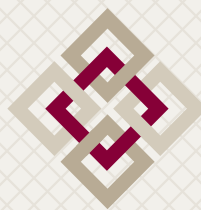


ENGAGEMENT SURVEYS

SETTING DIRECTION. MEASURING PROGRESS.

*Exclusive to Healthcare. Dedicated to People.*SM



INTEGRATED
HEALTHCARE STRATEGIESSM



Better Manage What You Measure

YOU want to make the most of what you have available. Obviously, with so much evolving around healthcare, accurate industry intelligence is more important than ever to determining human capital strategies and making the right business decisions—decisions that could easily mean success or failure for your entire organization. That begins with engagement.

In fact, the performance of your organization hinges on how engaged key groups are as well as the way they each impact your business individually and in concert.

What you need is an approach to research that is scientifically rigorous and conducted by nationally recognized experts in healthcare—true authorities on staff, physician, board and trustee, volunteer, and patient relations. Then you need advisement on what to make of the data, how to best utilize what you find to get where you need to be.

In a word, what you need is **INTEGRATED.**

EMPLOYEES

PHYSICIANS

VOLUNTEERS

BOARDS & TRUSTEES

PATIENTS

We provide measurement solutions for key members of your team—those who influence the long-term success of your organization: Employees and Volunteers, Physicians, Board and Trustees, and Patients.

INTEGRATED's innovative approach to measuring engagement is typically 2x as predictive of key business outcomes (such as patient experiences and financial viability) compared to traditional engagement metrics.



What makes INTEGRATED unique?

BETTER EXPERTISE: Our team is comprised of doctoral and masters-level social scientists and statisticians.

BETTER METRICS: From content to measurement frequency, our surveys can be customized to meet your unique needs.

BETTER COMPARISONS: Our extensive normative database provides industry benchmarking precision.

BETTER INSIGHTS: Our advanced analytics are more predictive of enhanced business outcomes.

BETTER REPORTING: Our web-based survey platform, KnowledgeNow™, offers online reporting and action planning.

Higher Levels of Engagement Lead to Exceptional Business Performance

WE have crafted surveys that go well beyond simply gauging satisfaction and commitment. We design our surveys to measure the engagement level of healthcare populations and the key factors in the workplace that promote, enhance, and sustain it.

With access to opinions across a wide array of survey items, we offer unrivaled benchmarking depth that enables organizations to interpret their performance against comparable groups nationally. Plus, thanks to our team of experienced, nationally recognized human-capital strategists, you'll receive highly actionable results, in turn allowing you to facilitate empowering, constructive, meaningful change.

Beyond the data itself, we also offer an impressive suite of deeply informative analyses that will provide immediate insights to navigate the changing industry as well as position your organization for long-term success. Our consultants and researchers will recommend the most appropriate analyses for the strategic questions you need answered.

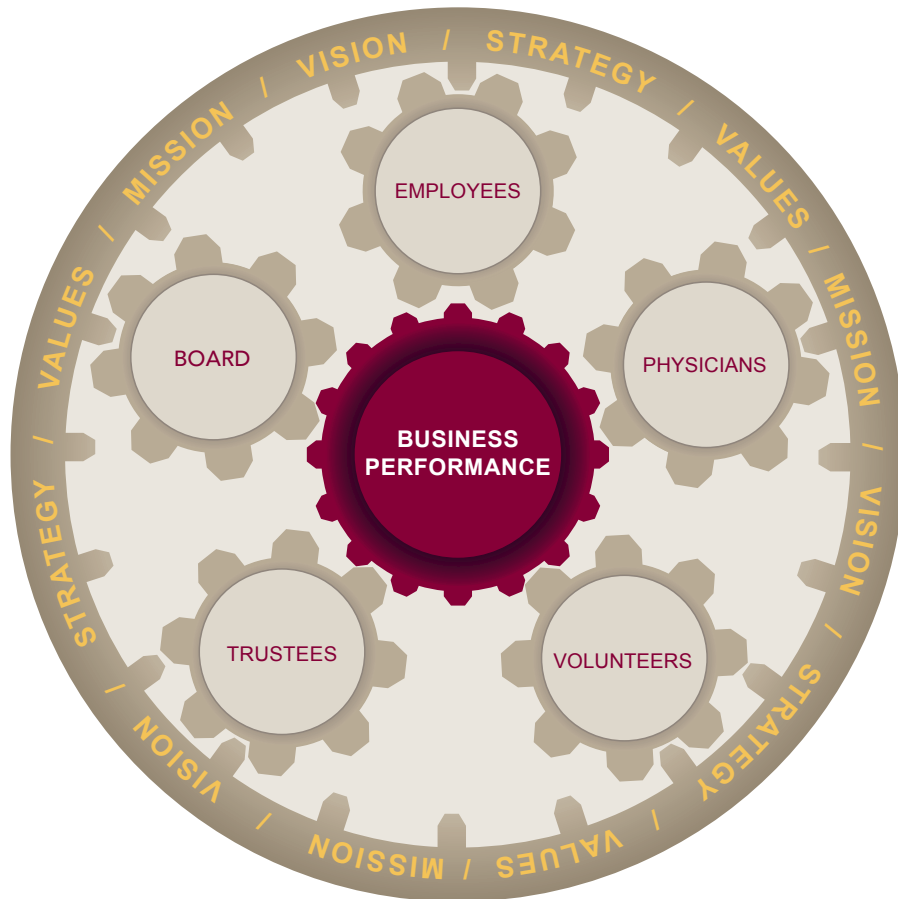
Regardless of your survey findings, our INTEGRATED service groups can work in unison to solve your most complex issues including labor relations, mergers and acquisitions, compensation and benefits, succession planning, physician relations, and even search to find the right candidates for your leadership positions.

With INTEGRATED Surveys, you can:

- Get insights on factors that impact your business today and moving forward.
- Receive results and analyses that makes sense and makes a difference.
- Benefit from highly experienced, industry-leading consultants.
- Explore a range of flexible, customizable solutions to fit your needs.

OUR ENGAGEMENT MODEL

Our healthcare workplace research, based on millions of respondents, has led to our INTEGRATED Healthcare Engagement Models. Our target is to build engagement that drives business performance. Performance is encircled by key stakeholder groups proven to powerfully drive healthcare organization culture. Finally, the outermost ring of our model recognizes the overarching power unique characteristics of organizations have on workplace factors that drive engagement. Each audience engagement, in turn, is represented by its own unique model.



Annually, our **Engagement Models** are rigorously validated to ensure we offer our clients the most accurate, trustworthy model for building and sustaining healthcare employee engagement.