

# Digital Dashboard: Yardstick

CUSTOM PANEL FOR SINGLE-SOURCE INTELLIGENCE



Each day, the crush of digital metrics options available to healthcare marketers multiplies. New sources. New bells and whistles. New intel.

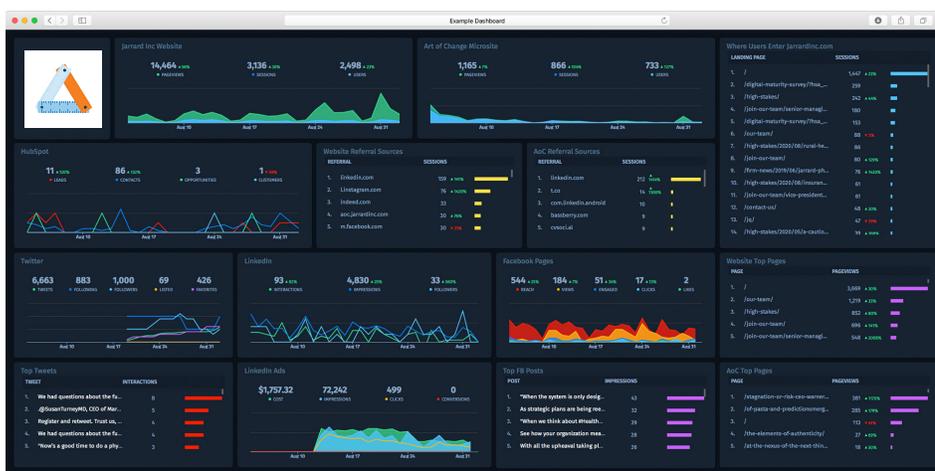
Yet coralling the info is a job unto itself. Searching for the right data in myriad locales devours precious time for analysts accustomed to instantaneous input. They need at-a-glance access to make smart recommendations on how to act and respond in this era of acceleration.

## We can help.

Our team of experts distills your multi-source data and analytics into tailored dashboards so you can track insights and digital performance in the blink of an eye. After developing the proper architecture, we monitor your dashboard weekly and consult with you monthly on ways your unique aggregation can help you expedite your organization's business goals.



## Dashboard Example



Yardstick is a simple yet impactful way to view business intelligence that is specific to your needs. Whether it is website analytics, paid campaign results, or reputation monitoring that is important, work with our team of coaches to craft a unique online experience for your organization.

Trusted strategic communications consulting devoted to healthcare providers.

JARRARD

PHILLIPS  
CATE &  
HANCOCK

---

## Your Dashboard

---



### Data and Analytics Collected:

- » Social media organic performance
- » Social media paid performance
- » Web analytics (Google Analytics, Alexa)
- » Call monitoring
- » Monitoring (Google Trends, Google Alerts, Meltwater)
- » RSS feeds
- » E-Newsletter data
- » SEO (keyword data, search engine positioning)
- » SEM (adwords, display network)
- » Databases (SQL, CSV)
- » Static content (surveys, assessments, etc.)



### Sample Dashboards:

- » Marketing Performance
- » Paid Campaign Reporting
- » Reputation Overview
- » Competitive Insights
- » Operations Overview (COVID)
- » Initiative Reportout (MD Survey)
- » Experience Reporting
- » Earned Media Overview

---

## Our Work Together

---

We begin by meeting with your team to set goals and secure permissions for data sources including platforms, vendors and online feeds. Within two weeks of engagement, you gain:



Custom dashboard(s) that collect disparate data and track performance



Monthly counsel with Jarrard team to discuss success, any issues, best practices and opportunities



Weekly review of your dashboard performance



Standby maintenance and support to revise dashboard set-up

---

## About Us

---

Jarrard Phillips Cate & Hancock, Inc. is a strategic communications consulting firm devoted to helping healthcare providers navigate change, challenge and opportunity. Ranked a top-10 firm nationally, Jarrard Inc. has guided leaders at more than 500 healthcare organizations across the country through high-stakes moments, including M&A, crisis, significant growth, and systemic internal change. Our team of former journalists, political operatives and healthcare executives is built to serve the unique needs and challenges of national health systems and academic medical centers, regional and community health systems, and health services companies.

Interested in learning more?

Contact Us:

**NASHVILLE** 615.254.0575

**CHICAGO** 312.419.0575

**JARRARDINC.COM**

**JARRARD**

PHILLIPS  
CATE &  
HANCOCK