

BY THE NUMBERS MARCOM

POWERED BY ENDEAVOR ANALYTICS



Frequently Asked Questions

By the Numbers: MarCom '25-26

By the Numbers: MarCom Frequently Asked Questions

WHAT IS THE BENCHMARKING SURVEY AND WHY SHOULD I COMPLETE IT?

By the Numbers (BTN): MarCom is the only national benchmarking resource built specifically for healthcare marketing & communications leaders.

By contributing your (blinded) data on budgets, staffing, and priorities, you'll see how your organization compares to peers and gain evidence to inform budget requests, staffing plans, and strategic focus. Leverage this insight to justify your budget and make tactical and strategic decisions about where and how to allocate your resources.

Contributing data is free. All contributors receive access to an interactive online dashboard with aggregate benchmarks once sufficient responses are collected.

Through your active participation, you help ensure that By the Numbers: MarCom remains the most trusted and comprehensive benchmarking resource for healthcare marketers and communicators.

WHO CAN PARTICIPATE?

Health systems and academic medical centers — and new this year, **Behavioral Health Practices** and **Medical Group Practices**.

WHAT DOES THE SURVEY COVER AND HOW LONG DOES IT TAKE?

The survey is organized into four panels so you can participate at your own pace. Panels 1–3 feed into the online dashboard; Panel 4 is analyzed separately and reported via a custom report and shared through a webinar and a series of LinkedIn posts:

- **Panel 1:** Organization Profile & Key Metrics (~5 minutes)
- **Panel 2:** Budget Allocation Deep Dive (~10 minutes)
- **Panel 3:** Organization & Team Structure (~5 minutes)
- ***New this Year* - Panel 4:** AI Attitudes & Usage (~10 minutes)

To better understand the questions we ask and data you'll need to provide, download the [survey worksheet here](#) which will provide you the tools and resources you need as you are completing the survey.

HOW DO I COMPLETE THE SURVEY?

You can access the survey [here](#) – here are some additional tips on completing the survey:

- **Start Fast:** Complete Panel 1 in about five minutes to **unlock your first view of results**.
- **Complete in Stages:** After you submit Panel 1, you will receive unique links to Panels 2–4 via **Alchemer**.
- **Access Grows With Contribution:** The more panels you complete, the more data becomes available in the dashboard. For example, completing only Panel 1 unlocks high-level benchmarks, while completing Panels 2 and 3 unlocks budget and staffing views in the dashboard.
- **Whitelist for Deliverability:**

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- MarCom Benchmarking Team (marcombenchmarking@endeavormgmt.com)
- Alchemer (noreply@alchemer.com)
- **Save & Return:** Use “Save and Continue” to pause and resume later.

FOR WHAT TIME PERIOD SHOULD I SUBMIT DATA?

Use your most current finalized budget (not actuals). We’ll ask for your fiscal-year start date so results align across different cycles. For example, for the 2025-2026 program year, if your fiscal year starts January 1, 2025, submit data for that period; if it starts July 1, 2025, submit from that date.

HOW MUCH DOES IT COST TO COMPLETE THE SURVEY?

Contributing is free, and you will receive access to the interactive online dashboard once sufficient data has been collected.

HOW MUCH DOES IT COST TO BECOME A SUBSCRIBER AND RECEIVE ACCESS TO ALL OF THE ANALYTIC CAPABILITIES?

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

- <100 beds pricing is \$2,500
- 100+ beds is \$7,500

Subscriber Benefits Include:

- **Custom Peer Groups and Filtering:** Create apples-to-apples comparisons by selecting the systems or peers that best support your budget case (5-organization minimum aggregation).
- **Early Access to New Insights:** Including this year’s AI adoption findings.
- **Expert Support and Custom Analyses:** Work with Endeavor’s research team to translate benchmarks into clear recommendations and exhibits for leadership.

Express your interest in becoming a subscriber in the Panel 1 survey or reach out to the MarCom Benchmarking Team (marcombenchmarking@endeavormgmt.com).

You can also download the subscriber contract [here](#).

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

Contributors receive access to the **interactive online dashboard** once a minimum response threshold is met. We target the **initial dashboard release in late November** (around Thanksgiving), with **periodic updates as more data arrives**.

- Dashboard login: <https://insights.endeavormgmt.com/login>
- Login questions, contact the MarCom Benchmarking Team at marcombenchmarking@endeavormgmt.com

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Please note: Panel 4 results will not appear in the dashboard. They will be delivered in a separate report and shared via a webinar and a series of LinkedIn posts.

WHAT DATA WILL I BE ABLE TO SEE?

Access to data is tied directly to your survey participation:

- **Panel 1 (Profile & Key Metrics):** Completing this short panel (≈5 minutes) unlocks your initial view of results in the online dashboard.
- **Panels 2 and 3 (Budget Deep Dive + Structure & FTE Composition):** Completing these panels unlocks corresponding budget and staffing views in the dashboard.
- **Panel 4 (Strategic Priorities & AI):** Responses from this panel will **not be included in the dashboard**. Instead, they will be analyzed and shared in a custom report, highlighted during an annual webinar, and amplified via a series of LinkedIn posts.

All dashboard reporting is **blinded and aggregated**. You will never see individual organizations' data, and any view must include at least 5 organizations to protect confidentiality.

Subscribers gain additional flexibility in how they view the data:

- **Overall Results:** Access to all aggregated data unlocked by completed panels.
- **Custom Benchmark Groups:** Build apples-to-apples comparisons using groups of at least 5 organizations.
- **Demographic Filtering:** Apply filters such as net patient revenue or bed size.

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 FOR SURVEY COMPLETION?

The primary response window closes **December 31, 2025**, but the dashboard will continue to be updated as additional responses arrive – responses are accepted until the next program year launches.

The initial dashboard release is based on a different timeline and is targeted for late November 2025 (around Thanksgiving), assuming sufficient responses by that time.

WHAT DO THE INTERACTIVE REPORTS 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.

All reporting of non-public data is **blinded** and **aggregated**. Only the individual who submitted the data (and approved colleagues) can see their system’s data.

HOW DO YOU PROTECT MY DATA FROM OTHERS SEEING IT?

- Each organization user has a unique, password-protected login.
- Password resets are restricted to authenticated users.
- Survey data is encrypted in transit and at rest.
- Queries that return fewer than 5 organizations are blocked.
- Data is hosted in a secure environment and administered by Endeavor.

HOW ELSE MIGHT THIS DATA BE USED?

Aggregate or de-identified insights may be included in BTN summary materials or presentations by SHSMD/AHA or Endeavor. Individual organizational data is never shared.

STILL NEED HELP?

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>.