

AdEffect™ Report

Modern Healthcare
November 2025



Conducted By
SIGNET
RESEARCH INC.

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This report contains the results of an **AdEffect™**, conducted by SIGNET RESEARCH, INC. using ads from the November 2025 issue of Modern Healthcare.

Established in 1968, SIGNET RESEARCH, INC. is a leading provider of Ad Measurement studies specializing in publication, association, and advertising research. Signet combines cutting-edge technologies with a commitment to client customization through its proprietary AdStudies.

The objective of the **SIGNET AdEffect™** Study is to provide feedback on the effectiveness of ads that appeared in a particular issue.

Readers from the publication's circulation list are invited to participate in this online study. The invitation is sent after they receive the issue to be studied and before receiving the next issue. Participants are connected to a Signet website where they view the ads to be measured.

This report is based on returns from 106 respondents. In order to eliminate bias with regards to the order of viewing the ads, the sequence of viewing the ads was rotated.

By providing measurement scores to each ad and comparing it to others in the same issue, advertisers are given the opportunity to find new ways to better communicate with their audience and realize a stronger return on investment with their media buy. While these results represent a small sample of the magazine's total circulation, they do reflect the opinion and commentary of readers who are the most active, providing insight into how the general audience may react to the advertising.

SCORES USED IN THIS REPORT**AdEffect Score**

A measure of Ad Effectiveness – average of Message Effectiveness (Excellent/Good) and Creative Effectiveness (Excellent/Good) scores.

Message Effectiveness

The percentage of respondents who rated the ads as Excellent, Good, Fair, Poor.

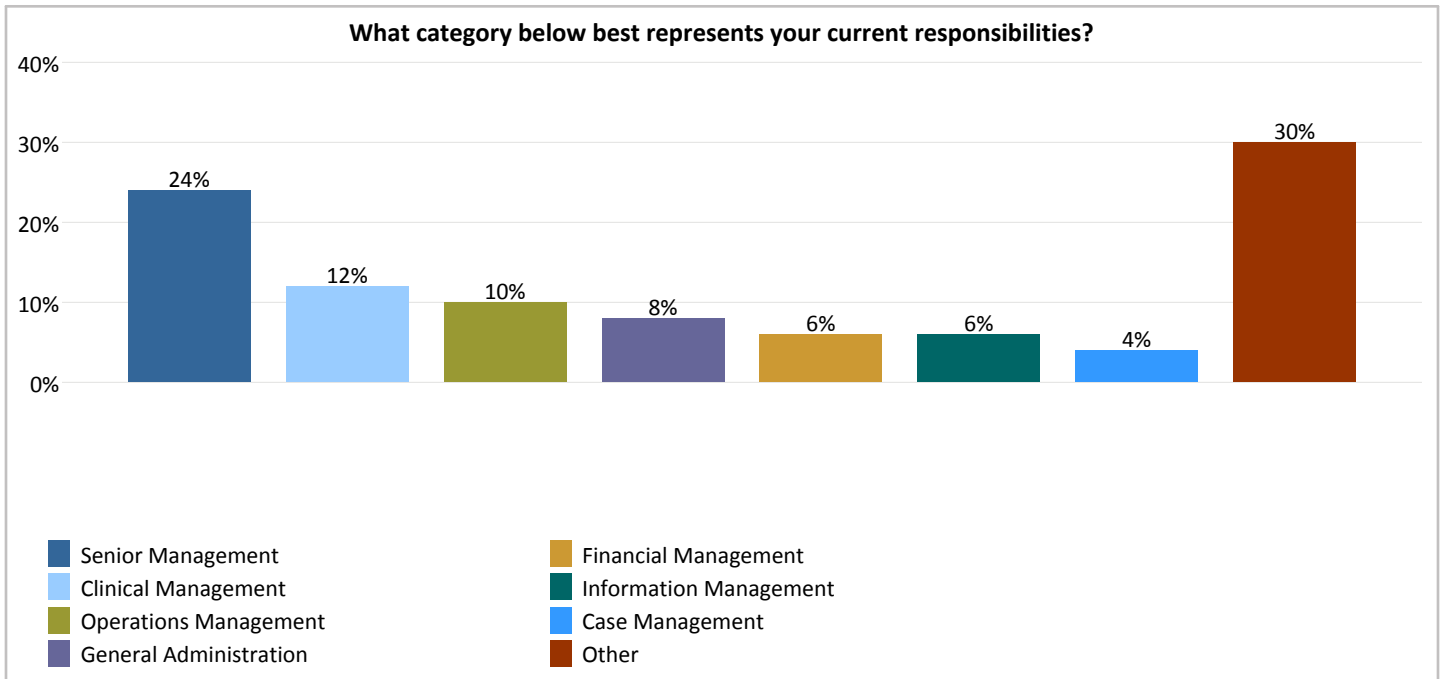
Creative Effectiveness

The percentage of respondents who rated the ads as Excellent, Good, Fair, Poor.

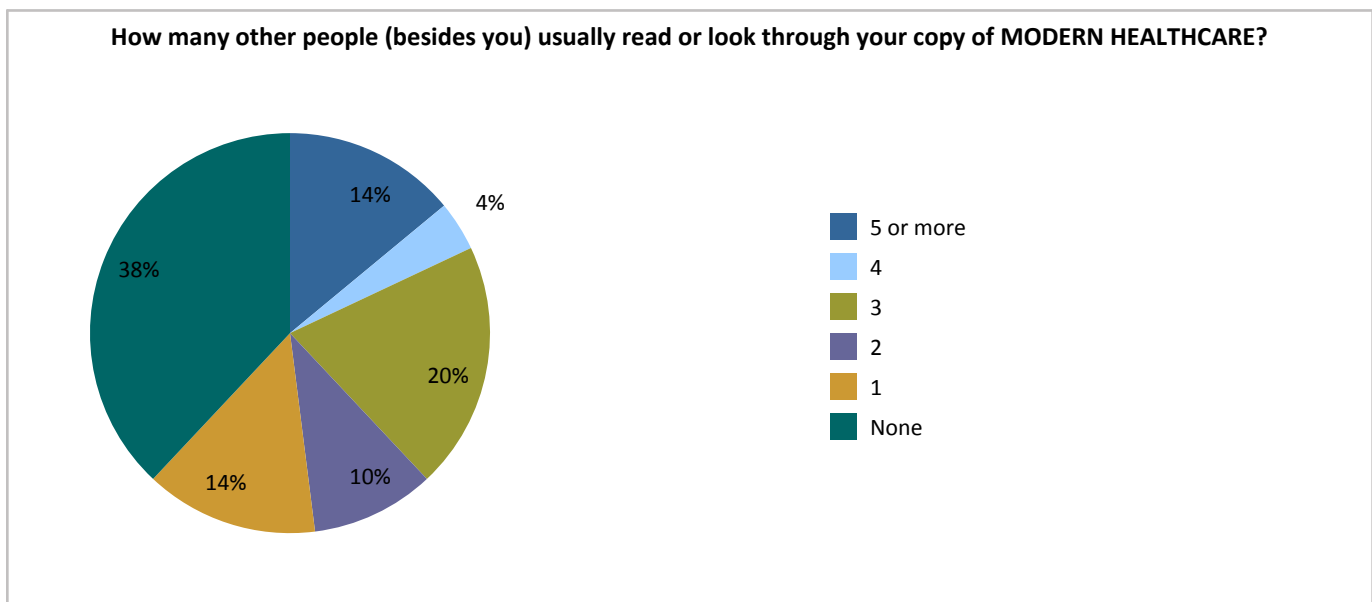
Effects

the percentage of respondents who...

- **Provided Awareness** - were made aware of something about the company or its products that they did not know before.
- **Caused Action** - took or planned some action and/or suggested a solution to a problem or a better way of doing things.
- **Built Preference** - had positive feelings about the product intensified and/or were helped to decide that this company's product is better than other products.
- **Kept Customers Sold** - were reminded of something they already knew about the company or its products/services.

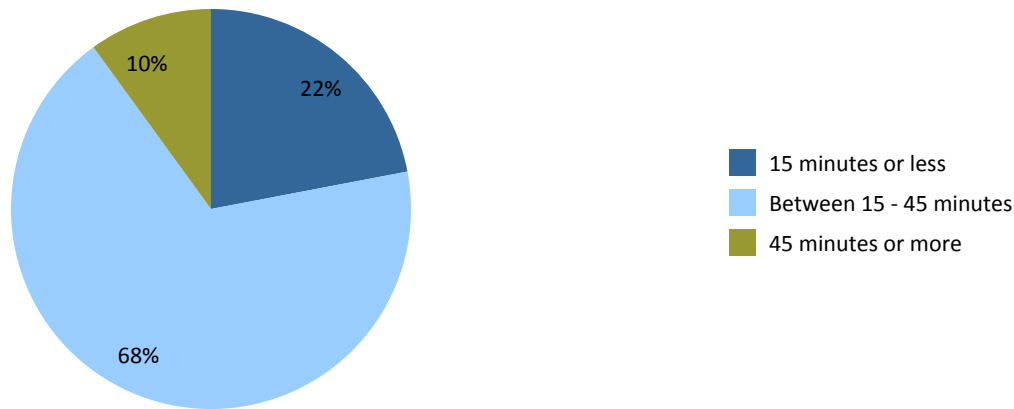


Percentages may not add up to 100% due to rounding.



Mean (pass-along): 2.1

Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of MODERN HEALTHCARE?



Mean (minutes): 28.1

Percentages may not add up to 100% due to rounding.

In what type of institution are you employed?

Hospital (Children's, General/Acute, Rehabilitation, Women's/Maternity, Behavioral/Psychiatric, Specialty, Multi-Hospital System, Long Term Care)	48%
Medical Clinics/Groups & Nursing Homes (Academic Medical Center, Ambulatory Surgery Center, Medical Group/Clinic, Nursing Homes)	10%
Payers (HMO, PPO, Managed Care)	8%
Others Allied to the Field	34%

Percentages may not add up to 100% due to rounding.

How many beds are in your institution?

Under 100	22%
100 - 300	10%
301 - 499	10%
500 or over	20%
Not applicable	38%

Mean (beds): 660.7

Percentages may not add up to 100% due to rounding.

What is your role in the company in regards to purchasing decision-making?

Decision Maker	28%
Joint Decision Maker	18%
Decision Influencer/Recommends	28%
No role in the decision	26%

Percentages may not add up to 100% due to rounding.

What action(s) have you taken as a result of anything you've read or seen in MODERN HEALTHCARE?

Marked or filed an advertisement or article for reference	33%
Discussed an ad/article with someone else in the company	71%
Visited advertiser's website or ModernHealthcare.com for more information	55%
Contacted vendor or supplier	24%
Actually ordered a product or service	4%

Multiple responses permitted

Took One or More Actions: 90%

Which of the following statements would you agree with?

The advertising in MODERN HEALTHCARE educates and is an important part of the publication.	54%
I read through MODERN HEALTHCARE as much for the advertising as for the articles.	40%
Companies that advertise build trust and are seen as a reliable source.	26%
None of the Above	28%

Multiple responses permitted

Are your copies of MODERN HEALTHCARE usually saved for reference?

Yes	47%
No	53%

Percentages may not add up to 100% due to rounding.

When do you read MODERN HEALTHCARE?

The day it is received	16%
The day after it is received	6%
Within the week it is received	62%
Within the month it is received	12%
Beyond the month it is received	4%

Percentages may not add up to 100% due to rounding.

Approximately how long have you been a reader?

Less than 12 months	4%
1 - 5 years	32%
6 - 10 years	20%
11 - 15 years	14%
More than 15 years	30%

Mean (years): 10.4

Percentages may not add up to 100% due to rounding.

What is your organization's total revenue?

Less than \$25 million	12%
\$25 million - Less than \$50 million	8%
\$50 million - Less than \$150 million	8%
\$150 million - Less than \$250 million	4%
\$250 million - Less than \$500 million	6%
\$500 million - Less than \$1 billion	6%
\$1 billion or more	36%
Don't know	20%

Mean \$: 785000000

Percentages may not add up to 100% due to rounding.

READER PROFILE

What is your age?

Under 21	0%
21 - 29	4%
30 - 39	8%
40 - 49	18%
50 - 59	34%
60 or over	36%

Mean (years old): 55.8

Percentages may not add up to 100% due to rounding.

If you had to breakout by percentage the source of professional information you use to help you in your work, what would you think it would be? (Your total should equal 100%)

	0%	1% - 10%	11% - 20%	21% - 30%	31% - 40%	41% - 50%	51% - 60%	61% - 70%	71% - 80%	81% - 90%	91% - 100%
Electronic Media (websites, blogs, e-newsletters, webinars, podcasts, whitepapers)	0%	4%	8%	8%	12%	4%	14%	12%	20%	16%	2%
Print Media (health care journals/magazines, newsletters)	8%	24%	16%	24%	8%	4%	8%	2%	6%	0%	0%
Health Care Conferences, Events	8%	35%	20%	16%	4%	4%	6%	2%	2%	2%	0%
Other General Media (business magazines, TV, newspapers, etc.)	6%	38%	25%	8%	4%	4%	6%	4%	2%	2%	0%

Percentages may not add up to 100% due to rounding.

Please indicate your gender.

Male	62%
Female	36%
Prefer not to answer	2%

Percentages may not add up to 100% due to rounding.

In your opinion, what is the biggest factor in the selection of vendor products/services?

Value	48%
Relationship	22%
Innovation	20%
Cost	10%

Percentages may not add up to 100% due to rounding.

What is the highest level of education you have attained?

Doctorate	24%
Master's Degree	44%
Post-graduate studies	4%
Bachelor's Degree	14%
Some college	10%
High School/GED	4%

Percentages may not add up to 100% due to rounding.

Do you plan on completing/attending a continuing education program within the next two years?

Yes	66%
No	34%

Percentages may not add up to 100% due to rounding.

Please indicate your total household income.

Less than \$50,000	2%
\$50,000 - \$75,000	4%
\$75,001 - \$100,000	10%
\$100,001 - \$150,000	10%
\$150,001 - \$250,000	12%
\$250,001 - \$500,000	26%
Over \$500,000	16%
Prefer not to answer	20%

Mean \$: 302187.9

Percentages may not add up to 100% due to rounding.

EDITORIAL SCORES

Editorial	Page	Read Half or More	Read Less Than Half
From Cash to Crypto: Health systems adapt as philanthropy shifts	4	33%	31%
Politics puts a target on AMA and its crucial CPT code system	6	47%	30%
Health systems, states seek to fix primary care funding shortages	8	37%	38%
2024 Healthcare Marketing Impact Awards: Making a lasting impression	10	22%	29%
Best in Show: Linking ZIP codes with life expectancy	18	46%	26%
Agency of the Year: A high-profile CEO and wins across healthcare	18	21%	25%
Why healthcare startups prefer these US cities	20	46%	33%
Microsoft to roll out generative AI tools for nurses	22	43%	31%
Employers increase scrutiny of digital health contracts	24	36%	30%
What health systems want in a CFO	26	40%	32%
Autonomous Surgical Robots Move From Fiction to Reality	28	29%	33%
Why the infusion market is shifting to at-home care	30	38%	37%
Health systems' long sales cycle slows AI adoption	32	31%	33%
AI, Telehealth And Informatics	33	27%	33%
Voices: From vendor to partner: innovation through AMC-tech collaboration	34	17%	40%
TOTAL ISSUE AVERAGE		34%	32%

Tell us how useful MODERN HEALTHCARE is to you and how you use it in your job.

- I read the digitals every day.
- Very useful - brings vendors, legislation, hospital and payer issues into one timely sources.
- Vendor selection input.
- It is very valuable information and updated constantly.
- It helps me keep up with current trends in healthcare.
- I love reading some of the newer things going on and also reading others in the field and what they are accomplishing.
- Exceedingly helpful! Need it to keep current!.
- Informative.
- Keeps up with what is trending. First one to publish breaking news about regulations. The titles of the articles that came over where so relevant that I put the subscription in my annual budget.
- Useful periodical.
- I use it to stay up-to-date on industry happenings.
- Broadens my horizons.
- Often send articles to clients.
- General awareness of the industry.
- Look for articles about people and health systems.
- I enjoy the articles that are national news not just a particular facility.
- I work as an Epic Analyst in Revenue Cycle, and have my Master's in Health Administration. I enjoy staying on top of the current state of healthcare and understanding where things are moving over the next 5, 10, 15, and 20 years, and beyond.
- Valuable resource to my position including informing me of a variety of matters impacting my clients.

- Mild.
- I find it very useful to keep current on trends and issues.
- I use it to stay current on innovation, ideas, and products.
- Useful, quick scan of the topics of the day.
- It keeps me updated on interesting things but not necessarily useful for more current role.
- Very. Use to keep myself updated on trends.
- For the most part it is informative and there are articles that I will take to our medical executive meetings with our providers and some board meetings.
- Great publication.
- Current information and trends.
- It helps me keep peace in the industry. I moved from a hospital C-Suite position to a role at The Leapfrog Group and I personally pay for the MH subscription so I can stay abreast of the industry.
- I read it every day, and find it is beyond information reaching deeply into the educational space. It is very important to me and my role as a CEO of a large health system.

Ensemble Health Partners: 84



AdEffect Score: A measure of Ad Effectiveness – average of Message Effectiveness (Excellent/Good) and Creative Effectiveness (Excellent/Good) scores.

ADVERTISER SCORES

Advertiser	Size	Page	AdEffect Score	Message Effectiveness		Creative Effectiveness	
				Excellent	Good	Excellent	Good
Ensemble Health Partners	1 page	C4	84	36%	50%	25%	57%
Abbott	1 page	C2	74	31%	39%	46%	32%
City of Hope	1 page	3	61	28%	38%	17%	38%
Abbott / Univants of Healthcare Excellence	1 page	13	57	25%	40%	15%	33%
Temple University Health System, Inc.	1 page	17	53	13%	48%	11%	33%
TOTAL ISSUE AVERAGE			66	27%	43%	23%	39%

AdEffect Score: A measure of Ad Effectiveness – average of Message Effectiveness (Excellent/Good) and Creative Effectiveness (Excellent/Good) scores.

HOUSE AD SCORES

Advertiser	Size	Page	AdEffect Score	Message Effectiveness		Creative Effectiveness	
				Excellent	Good	Excellent	Good
Modern Healthcare: Leading Women	1 page	C3	89	42%	54%	36%	45%
Modern Healthcare: People on the Move	1 page	35	81	43%	44%	27%	47%
Modern Healthcare: 40 Under 40	1/2 page	27	81	35%	52%	29%	45%
Modern Healthcare: Looking Ahead 2026 Virtual Briefing	1 page	23	71	32%	48%	17%	44%
Modern Healthcare: AdAge 2025 Healthcare Marketing Impact Awards	1/2 page	19	60	18%	47%	18%	36%
TOTAL HOUSE AD AVERAGE			76	34%	49%	25%	43%

AdEffect Score: A measure of Ad Effectiveness – average of Message Effectiveness (Excellent/Good) and Creative Effectiveness (Excellent/Good) scores.

Page	Advertiser	Net Effectiveness**	Provided Awareness*	Caused Action*	Built Preference*	Kept Customers Sold*
C4	Ensemble Health Partners	85%	71%	13%	8%	8%
C2	Abbott	84%	57%	18%	13%	10%
3	City of Hope	70%	53%	8%	12%	15%
17	Temple University Health System, Inc.	69%	58%	6%	5%	8%
13	Abbott / Univants of Healthcare Excellence	60%	49%	7%	7%	5%
TOTAL ISSUE AVERAGE		74%	58%	10%	9%	9%

* For more detail see Introduction.

** The percentage of respondents who selected one or more of the above effectiveness traits.

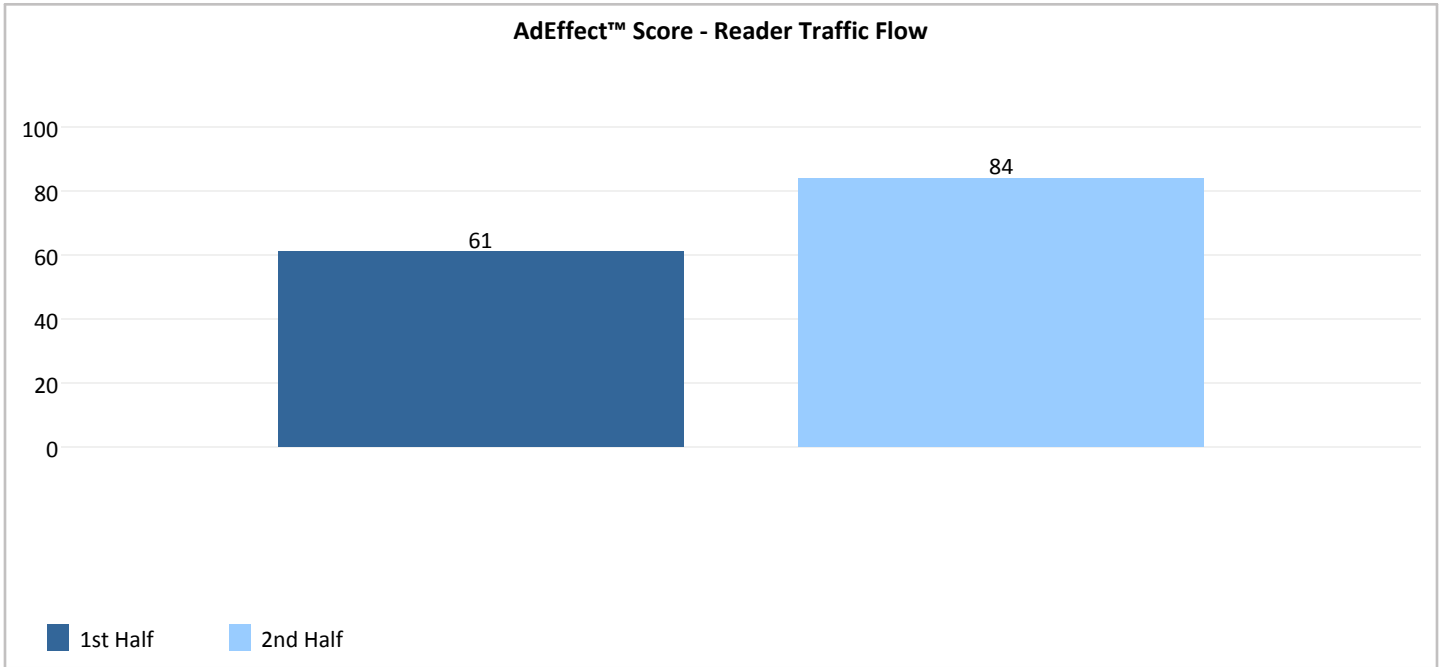
HOUSE AD AD EFFECTS

Page	Advertiser	Net Effectiveness**	Provided Awareness*	Caused Action*	Built Preference*	Kept Customers Sold*
C3	Modern Healthcare: Leading Women	80%	39%	18%	15%	25%
23	Modern Healthcare: Looking Ahead 2026 Virtual Briefing	79%	48%	33%	10%	11%
27	Modern Healthcare: 40 Under 40	76%	49%	21%	7%	19%
19	Modern Healthcare: AdAge 2025 Healthcare Marketing Impact Awards	68%	47%	8%	11%	13%
35	Modern Healthcare: People on the Move	67%	51%	7%	16%	13%
TOTAL HOUSE AD AVERAGE		74%	47%	17%	12%	16%

* For more detail see Introduction.

** The percentage of respondents who selected one or more of the above effectiveness traits.

PLACEMENT AVERAGES



The above are averages per 1/2 of the magazine
(i.e. 61 is the average score for the first 1/2 of the book)

PUBLICATION NORMS

	AdEffect Score	Message Effectiveness		Creative Effectiveness	
		Excellent	Good	Excellent	Good
Total Issue Average	67	22%	47%	22%	42%
One Page or Larger	67	22%	47%	23%	41%
Fractional Page	66	20%	48%	19%	45%

	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.
Reader Traffic Flow (1/4 Book Averages)	67	65	67	64

Total Ads Assessed: 175

Modern Healthcare: AdAge 2025 Healthcare Marketing Impact Awards 1/2 page**PAGE: 19**

Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey.

- Made me aware of upcoming awards.
- I would want to know more about the range of products.
- Brief and to the point, not a lot of extra pictures.
- I like the part where it easily describes the products. That is important.
- Modern Healthcare providing services to celebrate you achievements.
- The group seems to be focused on getting others to be recognized, which I appreciate. It also seems to be cleanly organized and that makes me more drawn to their effort. I would likely pause and think if there is anyone that I would recommend this to. Color choices are good, and the flow of the message is nice. I would have enlarged the section of "products include" to be more visually pulling and have that be the draw that is tied to the title call to action here.
- Short and sweet.
- For a marketing firm, the ad seems very standard.
- A good, clear message.
- It is not entirely clear without in-depth reading and review what exactly they are advertising.
- Clear message.
- Provided more awareness for me about this service.
- Trying to sell sponsorship.

Abbott 1 page PAGE: C2

Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey.

- I have no idea what Univants does but they have an award for team collaboration and healthcare delivery, which makes them appealing to me. They also seem to be partnered with many very well-respected agencies.
- Promoting awards programs.
- Positive graphics emphasizing future impact especially on patients/consumers.
- Innovation.
- Reasonably direct.
- Really did not know much about Univants, just that the award existed.
- Univants looking for teams to join with them.
- This is an excellent ad! Advertiser is clearly trying to attract people, the visuals clue you into what is relevant to the award participants, and the formatting makes this feel clear to the reader. No notes on design language, this is just really good.
- Seems like combination of award and company.
- Short, to the point, made me want to look up more things.
- Solid design.
- Love the fact that someone tried to be imaginative with this ad.
- Apply to win an award.
- Pulled me in.
- Visually appealing.

Abbott / Univants of Healthcare Excellence 1 page PAGE: 13

Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey.

- It is a good title and the sponsor is well positioned on the page. I like the pic in the middle as it draws me to the article.
- Promote Abbott and the latest cancer treatments.
- Seems exciting and potentially life saving.
- Quality of care delivered at organization.
- Personally interesting to me as I personally know someone who died of liver cancer. Also interested in hearing about Taiwan.
- Univants discussing their model regarding liver transplant.
- Interesting to learn of the advancements in patient care.
- It does spark intrigue.
- Moderately positive.
- Competence.
- I would read this article since it's providing info on a new innovation.
- Interesting.

Modern Healthcare: People on the Move 1 page PAGE: 35

Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey.

- This I really like. It's simple to understand the message and drives home a point about the people on the page.
- Headlines and pictures assist with quick glance information and ability for reader to do a deeper dive if interested.
- Promoting staff at their hospital.
- It is a valuable feature in MH, to see moves for people in my network.
- Easy to identify names of organizations/ people featured Photos helped identify people featured.
- Informative.
- Title font size was good and tied in with the "Big promotion" box at bottom right so that I knew what I would be reading.
- Effective; straightforward.
- It is conveying a message that the organizations are hiring good people.
- Informs me of healthcare systems/organizations that I may be unaware of.
- I read these all the time and they are informational but that's about it.
- This is the page I usually flip to first in most MH issues.
- Modern Healthcare sharing new executive hires at different companies.
- I enjoy reading this section on the big names in healthcare and those up-and-comers making career moves.
- This is a clean and simple format that highlights the people.
- This is fine and would engage me if I had an announcement.
- I love this portion of the journal.

- Important section of MH I read in each issue.
- It is telling me about professionals in the industry who have gotten promotions or moved to a new area of their organization.
- Easy to read and understand.
- This is informative and eye catching. Made me want to read about it.
- Like the title.

City of Hope 1 page PAGE: 3

Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey.

- This is a good job of delineating the page through color and highlighting the most important message, which happens to be the title. This makes me want to learn more.
- Promoting new cancer treatments.
- It may be another option for Cancer treatment in my area. They are involved in innovation and scientific breakthroughs, so should be able to provide the highest level of care.
- Like question and answer format.
- Looks like a journal article but readable. Good title.
- Impressed as the City of Hope network is broader than I realized, being based in southern California.
- Well done.
- City of Hope discussing cancer in younger adults and how its on the rise and how they are expanding their networks.
- Looks interesting at first glance, but may take a few minutes to read and digest.
- I think that this is an excellent format and style to present information like this, while still being an ad that doesn't read as an ad. The design language is clear, there is an attractive title and the content is easy to digest.
- While says executive insights it is talking about city of hope. If this was truly an editorial it would be interesting.
- I find the Executive Insights to be great information, valuable things to learn.
- I would have elevated the brand.
- This would be something I read since it seems like it covers a topic of interest.
- The title intrigued me.

Temple University Health System, Inc. 1 page PAGE: 17

Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey.

- The ad is trying to convey why Temple Health is investing in women's and maternal health. They want the viewer to take notice and to ideally be swayed to use their services if applicable.
- Promoting their own hospitals.
- Informing of a new hospital, does peak interest.
- Interesting approach.
- Will be looking to see how this project does in the constantly changing healthcare financial world.
- Temple health was announcing the opening of a new hospital it was not a product--it is an important service to the community and in their q and a responded well to issues. Very well done.
- I was interesting because I like to hear about new hospitals.
- The opening of Temple Women & Families Hospital.
- Very informative and can be taken back to your own organization to provide some process improvement ideas.
- Promotes their message about new service.
- Good message. I would have elevated the Temple brand.
- I like the detail in the content. It is more educational in nature- I don't see it as much of an advertisement.
- Temple Health opened Temple Women & Families Hospital in Philadelphia, and the COO, EVP, and CEO are talking about why they did that.
- I like the Q&A; format.
- The title caught my attention. The subtitle described what the article would cover, and I wanted to learn what the CEO had to say. The design is friendly to the eyes and not like the 27

- first example.
- New offering for healthcare in a region.
- Like the focus health care on women.

Modern Healthcare: 40 Under 40 1/2 page PAGE: 27

Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey.

- This is a good award.
- I like the QR code and considered nominating someone I know.
- Good to include QR code and deadline.
- Informative.
- Catchy--"40 under 40". Action requested very visible. Simple and to the point.
- Clearer ask.
- Good use of QR code.
- Again I read these all the time so I am familiar with the message and the format.
- Modern Healthcare looking for nominations for 40 execs under 40 years old.
- The 40 under 40 Logo is a bit tough to read, but I enjoy these, as I hope to be on this list one day.
- Understanding the goal is there. Text wise it is clear.
- Good.
- I love the ease of the QR code for nominations.
- Opportunity to nominate a young rockstar healthcare leader.
- Clear message.
- I like reading the top lists from MH.
- I understand this as a call for nominations and sponsorships for a recognition program. Those interested can use the QR code or link listed to nominate someone for the 2026 award.
- Short and simple. The key information is all there.

- Good ad, colorful and caused me to notice.
- No response.
- Like the idea of recognition.

Modern Healthcare: Looking Ahead 2026 Virtual Briefing 1 page PAGE: 23

Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey.

- It tells me that several companies are advertising their solutions to improve some aspect of healthcare in 2026. I have no idea who one or more of the sponsors are, which intrigues me.
- Free program.
- Short to the point event notification.
- The advertiser seems well integrated in the healthcare industry and comes across as a good source of information that has many different sources. This is inviting folks to attend a virtual presentation of folks discussing what leaders in the healthcare industry are working as we move into 2026.
- Positive in making it complimentary and making it easy with the QR code.
- Educational.
- Clear and to the point with a link to register with scan icon.
- Limited information on these companies.
- Good use of QR code.
- I would probably check my schedule.
- Direct. To the point. Something I need to know. Forward looking.
- Modern Health with sponsors offering a virtual briefing about upcoming major trends.
- I would have highlighted the fact that it's complimentary, who doesn't love attending a conference or webinar without any associated cost?.
- This makes me aware of the event.
- Good item on a free webinar.
- Great ad - easy to read and register.

- Important message.
- I like learning more about MH's offerings.
- Well placed and a simple message.

Modern Healthcare: Leading Women 1 page PAGE: C3

Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey.

- I think the ad demonstrates Modern Healthcare's desire to promote equity, and I fully support this!.
- Very dark, not energetic or positive.
- Promoting women in health care.
- Straight forward, clear message.
- It's clear what this is about and what the call to action is. I think the contents could've been tightened further, but this is great.
- Very positive and forward reaching message recognizing annually female contributors in the healthcare space.
- Clear call to action. Easy way to nominate. Criteria for award nomination captured generally. Also has a link for more information. Graphics subtle but effective.
- QR code is handy.
- I think that the intent of the message is to encourage readers to nominate female executives for recognition of contributions in leadership and business transformation in healthcare.
- Good colors - can track what is being asked of me.
- Bold advertising.
- Modern Healthcare looking for nominations for Leading female executives.
- The dark background makes it eye-catching, and there are a ton of female executives in the healthcare field today than ever before.
- The call to action is clear and I would pause and think about this.
- Informational..not really an "ad" for product recognition.
- Great ad.

- Great color, easy to identify and nominate.
- Makes me want to look more into this if it was pertinent to me.
- It is an award nomination ad. I liked the prominent QR code to make it easier.
- The nomination of leader to be celebrated nationally.
- The background is eye catching and I read the ad.
- Uplifting women in healthcare.

Ensemble Health Partners 1 page PAGE: C4

Whether you remember seeing this ad before or not, please look at it now. In as much detail as possible, please tell us your opinion about the advertiser and the product(s) advertised and what message you feel this ad is trying to convey.

- Simple, easy to read, and engaging. I like the color scheme and everything pops.
- Promoting their own company.
- Clear message proven company.
- Aware of another option in a robust market.
- The ad involves a company named Ensemble and that it's a revenue cycle company.
- Attention grabbing with graphic and data included on results.
- Decent ad.
- Eye catching.
- Easy to read and understand. I like the contrast in font size/color.
- Ensemble providing facts regarding their services in the revenue cycle.
- It has a very catchy headline, "Outsourcing is a gamble with your health system's future," which strikes the reader and makes you question how you're handling your patient and claims data. Especially in a cybercrime-filled world that's impacted healthcare even more in recent years.
- Trying to convince people to take their product with more seriousness. "debunking" is a good attempt here, and thought I don't agree with the product, it does make me question why that is.
- Very clear.
- Good ad with the approach on myth and truth.
- The underlying Myth made me want to know more.
- Insourcing and outsourcing are both good strategies.
- Good communication for me.

- Product (Ensemble) seems very reliable, with KLAS proven awards.
- This is good info to have/know!
- Outsourcing is ok and trusted.
- Grabbed my attention with the title.
- Straightforward presentation of a message.