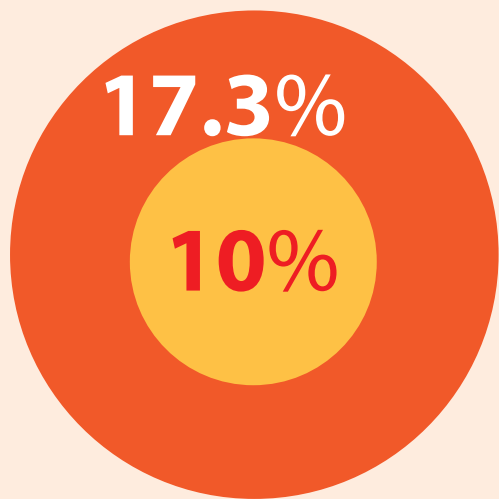


LeaderNet User Experience

April 2015 Market Survey

Response Rate



We exceeded our 10% expected response rate by 17.3% (328 respondents out of 1,900)

LeaderNet Value-Added

36.5%

Training/Development

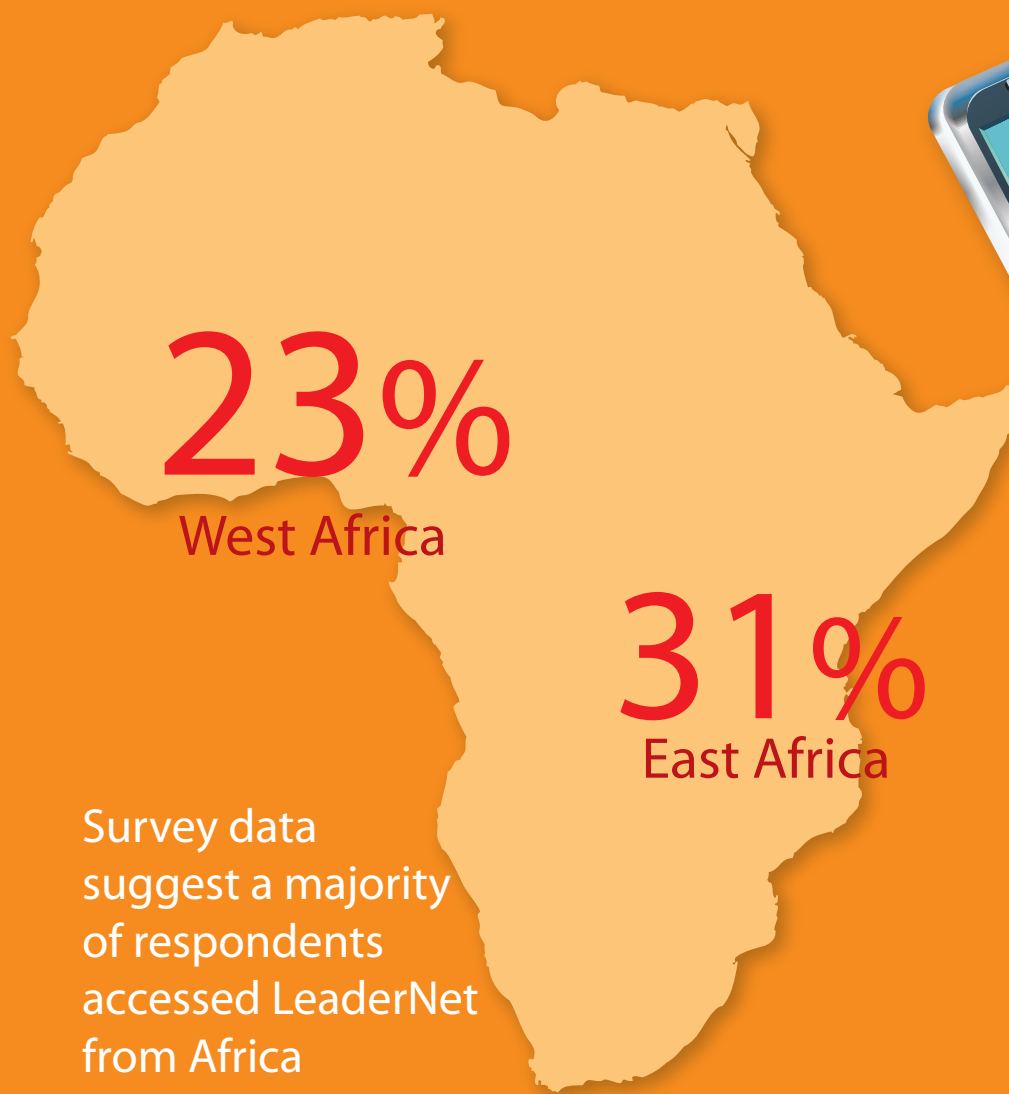
34.8%

Networking/Sharing

Training/Development and Networking/Sharing are two of the most valuable features

3 Top Likes of LeaderNet

- 👍👍👍 Information and Resources
- 👍👍 Networking/Community
- 👍 Learning and Development



Most desired features of LeaderNet

- "Serve as a resource/authority on leadership, management & governance"
- "Inform me of healthcare events in my local area and region"

USERS DESIRE...

- Respected certificates/formal certificates/degrees
- Better websites functionality and mobile access
- Condensed e-learning
- Information on employment opportunities
- Links to other trusted websites with health information

Voices from the Field

Respondents speak about desired LeaderNet features

- "Regular profiles/interviews with health leaders/managers from around the world"
- "Articles from Harvard Business Review or other management journals"
- "Push notifications via LinkedIn"



80%

of respondents use smartphones, with Androids being 2x more popular than iPhones

Web Satisfaction

3.9

average rating out of 5.0

Mobile Satisfaction

2.9

Respondents are more satisfied with LeaderNet website platform

Access Resources

57%

Virtual Leadership Development Program (VLDP)

47%

More than half of respondents (57%) use LeaderNet to access resources and information, while 47% use it for VLDP



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gift prize winners

First Heard About LeaderNet

