



It's more than data.  
It's human understanding.

nrc  
HEALTH

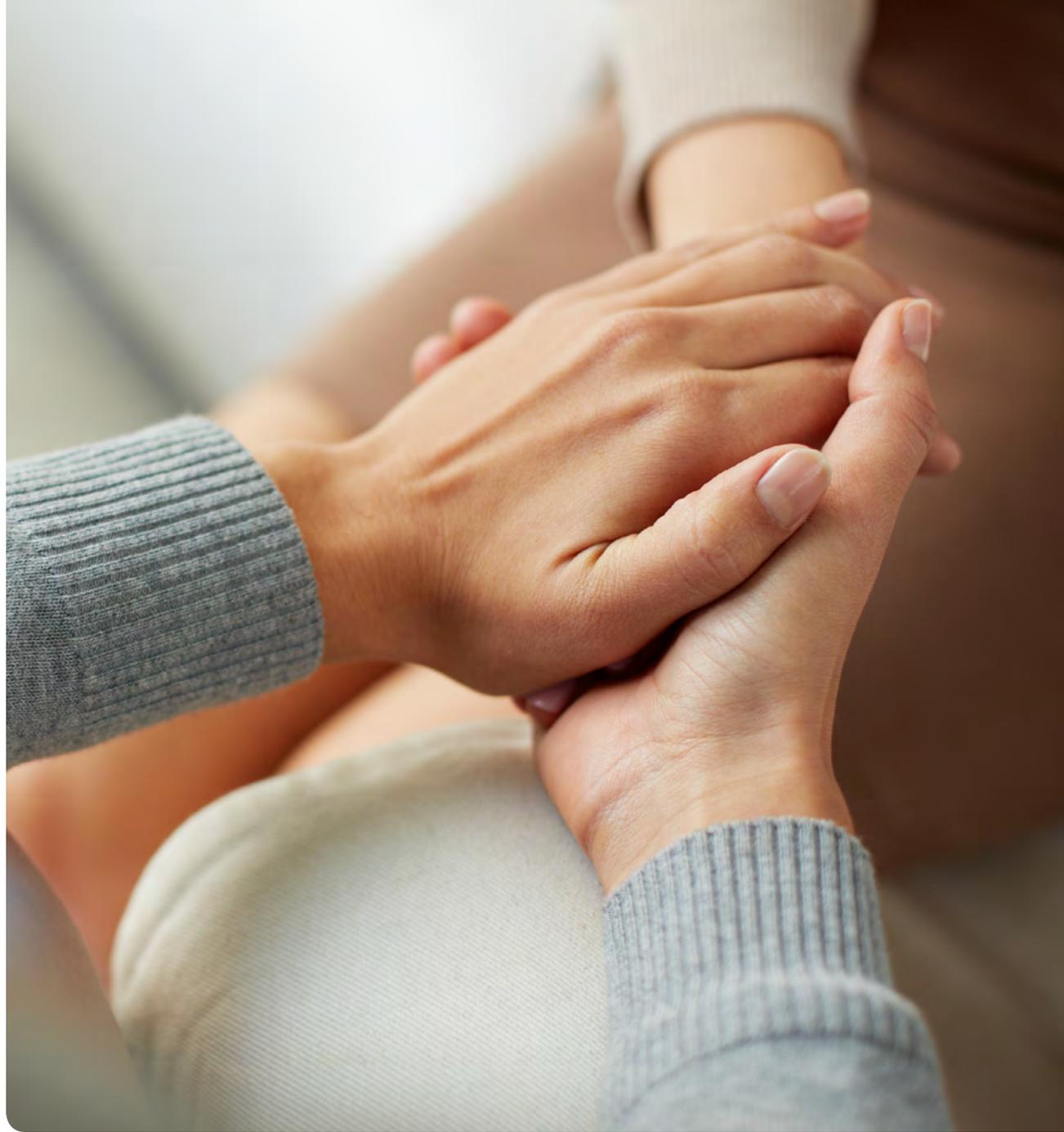
“Wherever the art of  
medicine is loved,  
there is also a love  
of humanity.”

Hippocrates





Every day, you care for thousands of people. No two patients have the same story, but they've all given you their trust. How will you honor it?





## REACH FOR INSIGHT

# Healthcare is a deeply personal experience.

A patient's journey toward wellbeing is unique to them. To be a part of that journey, you must see patients as they really are—real, live, actual people. It's more than data. It's human understanding.





“To hear their frustrations, hear their desires, their hopes, their fears, and then take that back and have that inform what we do in health care—that, to me, is the essence of human understanding.”

**John Berg**

Vice President of Marketing, SCL Health



RESPECT THE JOURNEY

"I came to realize in my own personal journey that the patient experience may be one of the most important things that we can do as clinicians. It influences everything that we know to be important."

**Steven Beeson, MD**

CEO and founder of Practicing Excellence

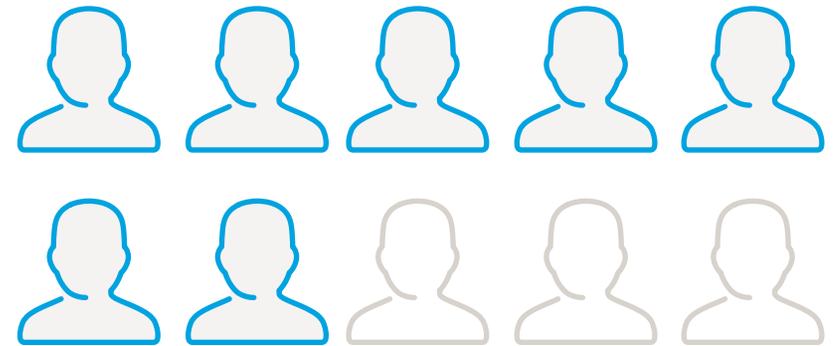


**FORGE A CONNECTION**

“It's about making sure that we're communicating appropriately with our patients and their families in ways that they understand. It's about participating with, asking, engaging, and encouraging the families and patients to participate in their own care.”

**Julie Moretz**

Associate Vice Chancellor for Patient- and Family-Centered Care, UAMS



**7 in 10**

consumers want to be in control  
of their own healthcare



## CHALLENGE YOUR PERSPECTIVE

“Our consumers are not just consumers. In fact, they’re not just patients. They’re human beings. We need to constantly remind ourselves that in order to do the right thing for them, at the right time, in the right way, with the right resources, we need to understand them.”

**Alan Dubovsky**

Chief Patient Experience Officer,  
Cedars-Sinai Medical Center



73%

of patients want to be asked for feedback a few minutes to a few days after the care event

“Human understanding  
is an authentic desire to  
understand the person  
across from you.”

**Patrick Kneeland, MD**

Medical Director for Patient and Provider  
Experience, University of Colorado Health





## FIND HUMAN UNDERSTANDING

“In human understanding, NRC Health sees a unique opportunity to build better relationships that produce healthier communities and better outcomes for individual patients. We are committed to helping organizations gather insights to determine what matters most to each patient, family member and provider, and to their community.”

**Steve Jackson**  
President, NRC Health





When it comes to what patients and caregivers want, we can help you stop wondering and start understanding.

Learn how at **[nrchealth.com](https://nrchealth.com)**

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