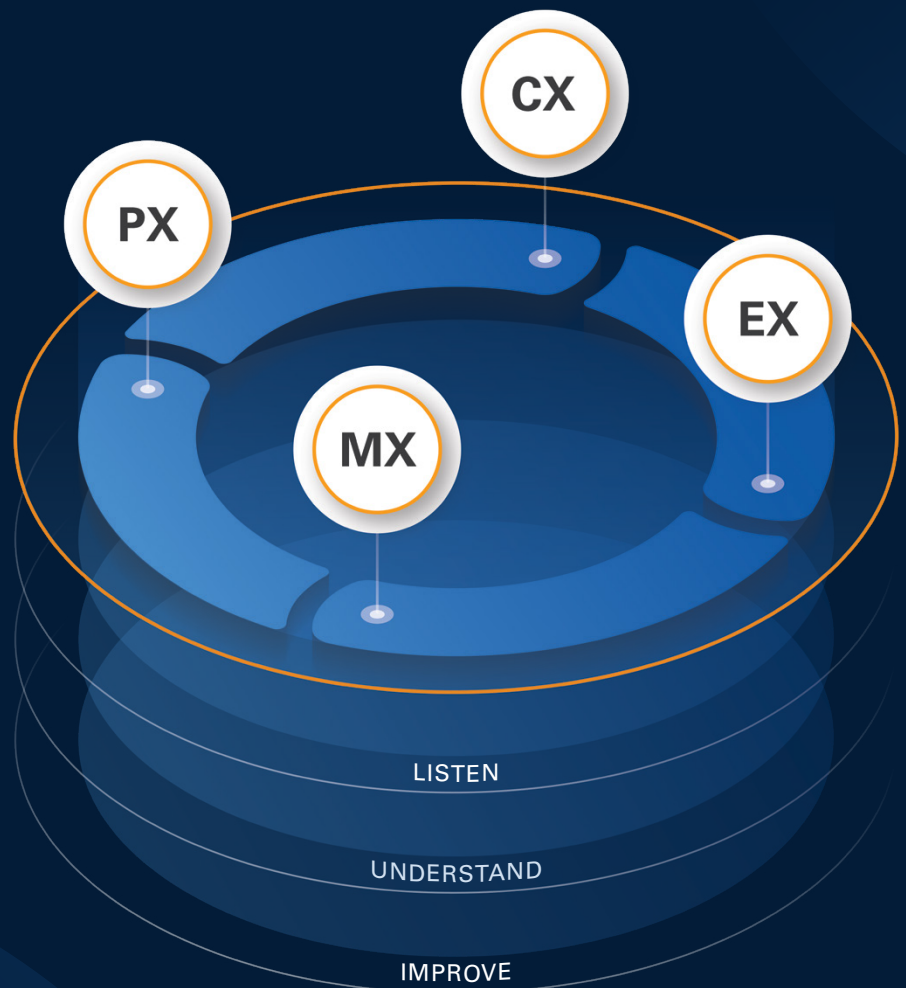


# Healthcare's most comprehensive experience management platform.

Technology and techniques to drive the most human healthcare experiences for everyone, from patients and caregivers to consumers and communities.



## THE MOST HUMAN WAY TO:

### LISTEN

Gather valuable insights, from the broad to the specific, using a balance of traditional structured survey instruments and more intuitive unstructured feedback tools to gain the most complete picture of everyone—from patients and employees to consumers and communities. One-of-a-kind tools help you capture the feedback they actually want to give.

### UNDERSTAND

Analyze massive amounts of data more naturally to extract true meaning and valuable insights that can be put into action in the moment, plan for tomorrow's consumer demands, and predict where the market is moving. Advanced AI—designed specifically for healthcare—helps you break down the information so it can be used by your whole team with less work.

### IMPROVE

Enable leaders, teams, and clinicians with powerful, intuitive tools that put the right information in the right hands at the right time. Secure and private AI pushes inspiring feedback, compassionately summarizes valuable comments, suggests next best actions, and engages the whole team in improvement efforts.

## PATIENT EXPERIENCE

Actively create deeper human connections in the care environment that foster engagement, safety, quality outcomes, patient loyalty, and a feeling of purpose for care teams.

- Personalize encounters—care for the unique individual with deeper insights into their priorities and concerns.
- Empower frontline leaders to act in the moment—put real-time insights in the hands of your care team to engage everyone in the work of holistic experience management.
- Ensure safer outcomes—engage patients and families to encourage more active participation in their care, reduce care team stress, and achieve lower readmissions and better outcomes.
- Maximize ROI—let patient experience drive loyalty, volumes, quality outcomes, and value-based contract revenue, all of which contributes to your bottom line. Achieve better business results by driving root-cause improvements that move scores and compliance-driven survey results.

## CONSUMER EXPERIENCE

Reduce healthcare friction to build loyalty and win and retain more patients. Ensure that encounters beyond the clinical setting complement rather than tarnish an exceptional care experience.

- Capture feedback across the healthcare journey—illuminate the blind spots left by traditional, encounter-based experience programs.
- Drive choice to build volume—build frictionless digital and access pathways with consistent, real-time feedback from users, service-recovery tools for your team, and insights for decision-makers.
- Co-design experiences and services—build programs with scalable direct feedback from a broad and inclusive representation of your community.

## EMPLOYEE EXPERIENCE

Unite your workforce around a shared sense of purpose to attract and retain the best talent. Give leaders the information, tools, and support they need to create engagement and open communication throughout the employee lifecycle.

- Listen to better understand the other side of the healthcare experience—engage employees and clinicians throughout their experience with periodic, pulse, and lifecycle connections
- Improve care delivery at the source—gain AHRQ/Culture of Safety- and Magnet-compliant measurement tools and benchmarks to move care forward.
- Enable leaders with information and tools—attain real-time department-level reporting and analytics with configurable action plans.
- Measure improvement at every level—utilize internal and external benchmarking from healthcare and beyond.
- Leverage embedded AI—support next best actions in the moment.

## MARKET EXPERIENCE

Get your finger on the pulse of healthcare. The industry is changing, and the healthcare consumer of tomorrow is different than today. Understanding the relevant trends in healthcare ensures that your mission will keep up with the pace of change, better meet the evolving demands of the community, and outperform competing organizations and emerging disruptors.

- Maximize exposure—measure and build brand presence and preference outside the halls and walls of traditional care settings.
- Grow your business—understand service-line demand and consumer preferences specific to your market. Uncover market sentiments and loyalties to compete with an advantage
- Increase marketing value—capture feedback on messaging and campaigns before making investments.



Huey™

**Healthcare's first and most advanced AI engine for healthcare experiences.**

Meet Huey, healthcare's first AI engine built for Human Understanding®. Huey is your healthcare experience management companion. It's embedded in a whole new suite of advanced solutions from NRC Health on healthcare's most integrated experience platform. At every turn Huey is there to make healthcare a more intentional and human experience for you, your team, and your patients.

**AI THAT'S ENGINEERED EXCLUSIVELY FOR HEALTHCARE:**



Powerful, secure, and private



Responsible and ethical



A more human way to collect, analyze, and deliver feedback