

# Embracing healthcare transparency

## Benefits earned when choosing NRC Health as your Transparency partner

In today's technology-driven world, many vendors are promising their help in growing transparently. NRC Health is honored to be a part of your search and we promise to elevate your brand image, protect your reputation and earn the trust of your consumers. Below are a list of benefits you will see when joining with NRC Health as your Transparency partner.

<b>THE BASICS</b>
Proven ability to automate the conversion of patient experience survey data into online star ratings
Clearly documented star rating conversion methodology and patient verbatim exclusion criteria
Integrated Natural Language Processing (NLP) and text analytics software to help deliver actionable insights
Administrative workflow tools and trained human auditors to review/flag/approve patient verbatim comments
NRC Health is the only Transparency partner who is also a CMS approved patient experience survey vendor
Automated monitoring of third-party doctor rating sites (Healthgrades, Vitals, Yelp, Facebook, etc.)
Automated email notifications when new reviews are left on third-party websites
All In One Solution: Reputation Management + Local Listings solution to enable organizations to manage the full customer lifecycle
<b>SEARCH ENGINE OPTIMIZATION</b>
Automated survey processing to support daily or weekly publishing of new ratings and comments
"Rich snippet starts" show up in Google search results
Patient comments are indexed by search engines to contribute to SEO results
Physician profiles move up in search results rankings as a result of implemented technology
<b>IMPLEMENTATION</b>
Easy to implement technology requiring minimal website changes
The solution can be implemented quickly-in as little as two weeks
<b>PHYSICIAN ENGAGEMENT</b>
Vendor offers best-practices for obtaining organization-wide buy-in for transparency program
Support for internal distribution and external publishing of patient ratings and comments
Ability to publish physician responses to individual comments
Ability to include only the trailing 12 months of survey data when calculating provider ratings
Automated physician scorecards
<b>SURVEY DATA DETAILS</b>
Works with all major patient experience survey vendors
Support for all approved CAHPS surveys and custom patient experience surveys
Ability to calculate composite scores based on multiple survey types (i.e. CGCAHPS and HCAHPS surveys)
Offers integrated survey collection by email, text and interactive voice response (IVR)
Support live integrations with 25+ different web content management systems and provider directory solutions
<b>ADVANCED FEATURES</b>
Automated calculation and publishing of aggregated star ratings and comments by specialty, service line and location
Ability to syndicate patient ratings and reviews to other websites
Ability to publish detailed question-by-question ratings based on each of the major CAHPS dimensions
Ability to optionally schedule the publishing of patient verbatim comments
<b>VENDOR BACKGROUND</b>
Fully HIPAA Compliant
Over 30 year experience with PHI
CMS-approved patient experience survey vendor
More than 20 million verified patient ratings published since 2014.
First to market with an automated Transparency solution for hospitals and health systems in 2014