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Earning Consumer Loyalty and Creating Exceptional Patient Experiences

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The healthcare industry is evolving.

FAMILY-
CENTRIC

PROVIDER-
CENTRIC

PATIENT-
CENTRIC

RELATIONSHIP-
CENTRIC

1970s

1990s

2000s

Today



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Strong digital presence

- 69% are likely to choose providers based on the availability of digital services
- 73% use web searches for hospitals/providers
- 72% check on-line ratings for providers
- Most use social media for information before asking for a recommendation

*NRC Health White Paper Millennial parents:
Challenging conventional expectations of pediatric care*



In today's consumer driven economy,
healthcare organizations must re-think
historical strategies.

Outdated strategies



"If we build it, they will come."



"Other pediatric providers are our only competitors."



"Our goal is patient/family satisfaction."

Loyalty



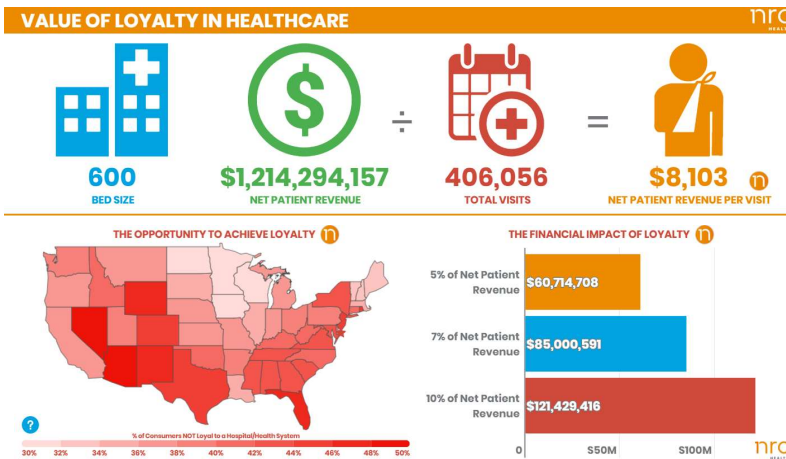
To what brands are you loyal?
What specific behaviors, practices and
characteristics do these brands exemplify?

Healthcare is lagging



- 81% of consumers are unsatisfied with their healthcare experience
- 80% would switch providers for “convenience factors” alone
- 9% is healthcare NPS compared to 23% for retail and 27% for financial services

Value of Loyalty – Pediatric Hospitals



LOYALTY
has a
significant
financial
impact for
Pediatric
Hospitals.

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More than dollars and cents

Improving loyalty is not only the smart thing to do, it's the right thing to do.

- Patients who see the same provider regularly spend 33% less annually on healthcare
- Patients who are treated regularly by the same provider visit the emergency room less and have less hospitalizations
- Loyalty improves health

The real reason loyalty lacks in healthcare, Brian Wynn, NRC Health 2018

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Aligns with your mission



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Current strategies

“Loyalty is built on relationships that stem from feelings of trust and familiarity.”

*The real reason loyalty lacks in healthcare,
Brian Wynn, NRC Health 2018*

Strategies that inspire loyalty address:

- ✓ Ease
- ✓ Consistency
- ✓ Trust

Before, during and after the encounter

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“We’re hiding
from dinosaurs!”



Next-level strategies



Create experiences that delight patients



Forge strong alliances to meet community needs



Invest in your employees. Delight them, too



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Roundtable discussion questions

- What are you doing well?
- What opportunities do you have?
- What's one (1) idea you'll take back to your organization?



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Roundtable discussion topics

1. Cost/ price transparency
2. Ease and convenience
3. Service/relationships/consistency
4. Individualized and predictive experience
5. Innovation and technology

Consider patients, families and employees



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Questions?

Networking Discussion



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