



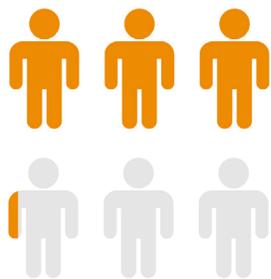
Human Understanding™ Program



REPUTATION



NRC Health's **Reputation** capabilities make protecting and building your online reputation easy. Engage patients in sharing their experience, build brand awareness and rank, and track standings. Enable Human Understanding by sharing real patient stories to paint a true picture of the care your organization provides.



52.3%

of consumers say they have viewed ratings/reviews of healthcare providers online before making an appointment.

Reputation and listings monitoring:

Identify third party reviews and ratings and get the opportunity to respond and protect your brand. Manage and maintain accurate listings on core search sites. Build your brand and drive long-term loyalty.

Ratings and reviews:

Calculate star ratings from your existing patient survey data and publish it directly to your website. Improve SEO and increase visibility in an organic web-based search.

Scorecards, analytics, and improvement:

These tools are designed with the provider in mind. Gain access to key metrics for measuring performance, along with helpful skill-building videos and open-ended feedback from patients.