

04 March 2020

Customer Intelligence Platform

Strategy Update and Discovery Workshop @ 2020 Pediatric Collaborative

Strategy Update

How we expect the experience market to evolve

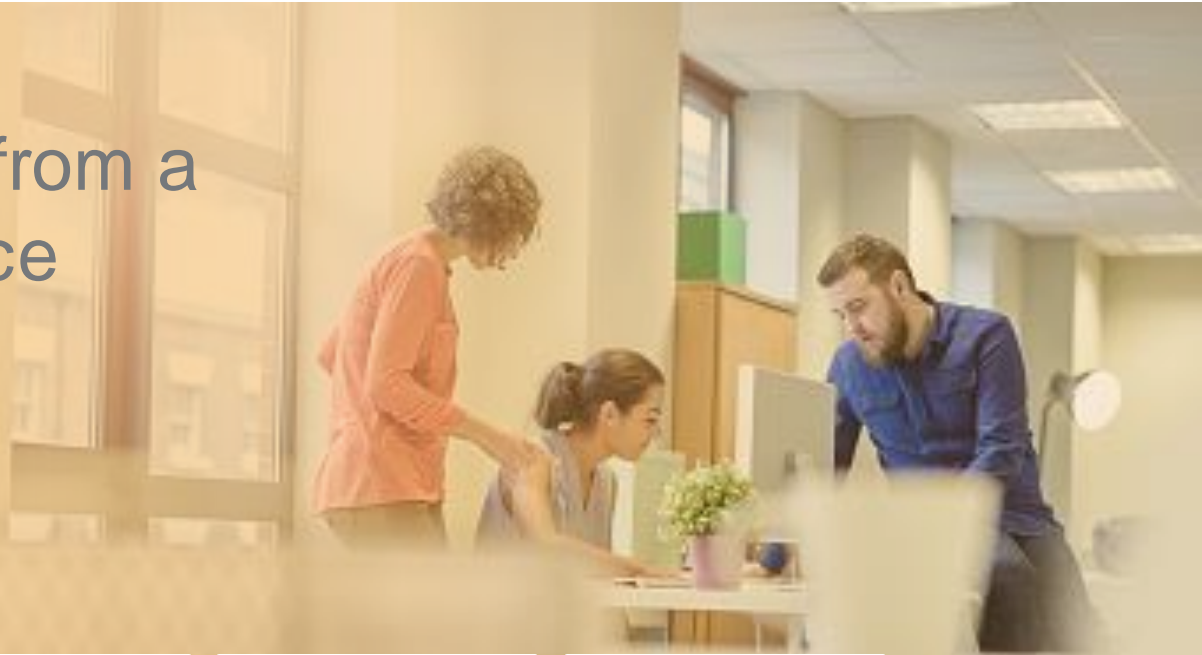
Relationship-centric operating model

Loyalty to the *brand*

Longitudinal and consistent experience

Commoditization of surveys

What do healthcare organizations want from a Customer Intelligence platform?



Better Brands

More
Consumers

Loyalty
Gains

Prevent
Leakage

Improve
Engagement

Drive
Initiatives

Fulfill
Compliance

Our market-driven roadmap themes

Simplify

We're focused on even more intuitive and faster interfaces, along with better data clarity, so you easily get the answers you need.

Integrate

We're connecting the dots bringing more capabilities and data together for deeper insights within workflows, so you take the right actions.

Improve

We're creating value embedding best practices for improvement and employing AI for predictive insights, to take more proactive actions.

Simplify



ENJOY SMARTER NAVIGATION

Fresh design makes it easier to access your market and experience insights
Flexible filters for simple or complex data views, and save your preferred filters
One-click drill in for intuitive access to get the answers you're looking for



RAPIDLY INTERPRET INSIGHTS

Clearer understanding of your data in role-specific reports
More effective, and faster, visual representation of data to recognize core insights
Machine learning algorithms find patterns that may otherwise be missed



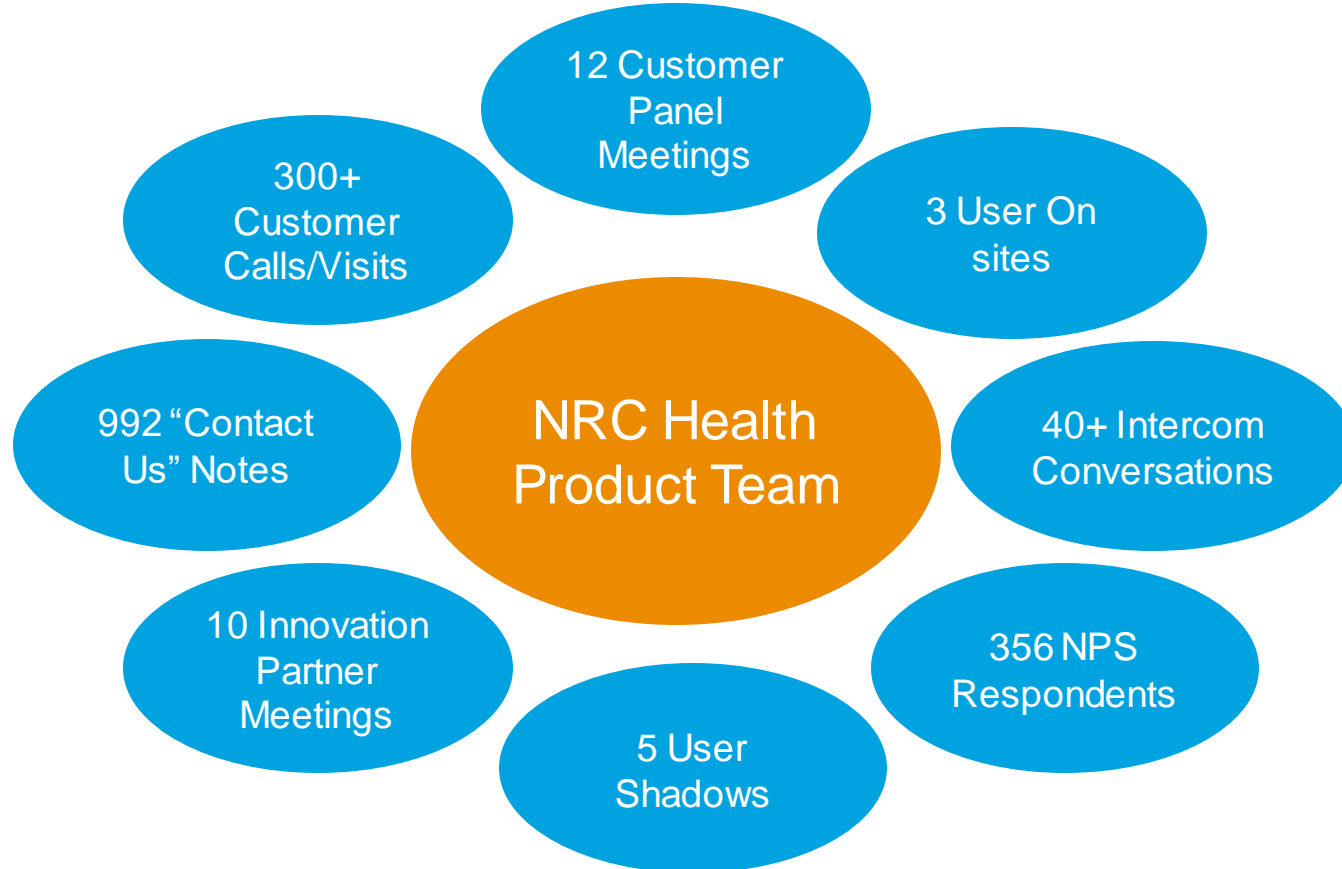
GAIN EFFICIENCIES IN PROCESS

Visibility to track status of any patient record throughout the feedback process
Reduce time reviewing comments for public posting with smart automation
Increase sample sizes of market insights data - even in overlapping markets

Simplify demo



Since the Launch of Real-time...



What We Hear From You

Performance

"The reports are sooo slow!"

Filtering

"Why aren't the filters consistent from report to report?" or "Why can't I have all my background data as filters?"

Missing Information

"How can I trend all locations or all questions together?"

Ease of Use

"I only use 1 report, why can't that be my default"

The screenshot shows a settings panel for a report titled 'REPORT Trend'. It includes a 'Reset' button and several filter settings, each with a dropdown arrow:

- REPORT SETTINGS** (Reset button)
- DISPLAY BY**: Score
- VIEW BY TREND**: Auto
- QUESTION**: Facility would recommend
- TARGET**: ☒ Benchmark ☐ Goal
- BENCHMARK**: NRC Average
- SERVICE LINE**: All
- BENCHMARK AGE GROUP**: All
- LOCATION FILTER**: All
- CLASSIFICATION**: All
- SUB-SPECIALTY**: All

What We Hear From You

Drill-thru

“When I click on the red dot, why doesn’t it drill to those comments”

Navigation

“I can’t find the report I am looking for” or “Where can I see NPS for all of my locations”

Naming Conventions

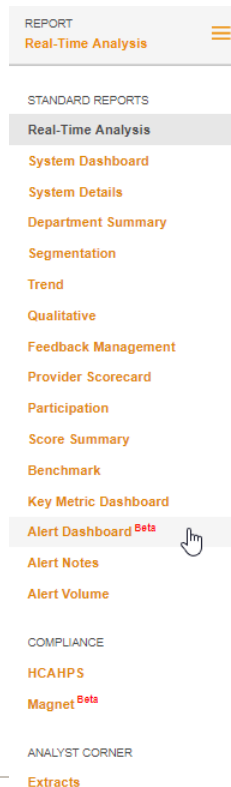
“What is segmentation” or “What is System Details”

Information Architecture

“Why can’t I drill thru to find data about this location”

Exports

Why doesn’t the export fit on one page, like it does in the portal”



Integrate



CONNECT MORE INSIGHTS

Executive-level view of key performance and ROI metrics across NRC solutions
Bring together operational data with experience data for cause and effect relationship
Leverage NLP and machine learning across multiple data sources



ONE EXPERIENCE

Benefit from our powerful capabilities across Acute, Care Transitions and Post-acute
Know the impact of Real-time Feedback on your CAHPS performance
Assign personalized access to data views with more flexible permissions



ENGAGE IN MORE, NEW WAYS

Generate customer feedback along key touchpoints (before, during, after care)
Our APIs seamlessly integrate into your day-to-day workflows
Drive more impact with enhanced Community Insights capabilities

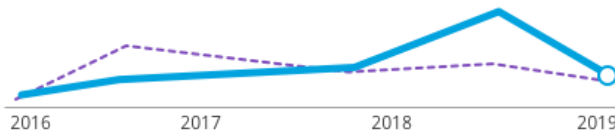
Executive-level view of key performance and ROI metrics across NRC solutions

Dashboard [Customize](#)

Acquisition

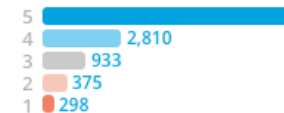
Brand Awareness vs Competitor Average

54 Vs 46



Transparency Star Rating

4.6

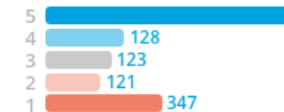


Top Consumer Service Lines



Third-Party Star Rating

3.8



Delivering value – machine learning

“I usually hate going to the doctor, especially because I had such a terrible experience last time. But this one was excellent. I couldn’t have asked for a better experience.”

Data Science for non-semantic clues
to provide context

- ✓ Age
- ✓ Comment Length
- ✓ Quantitative Survey Responses

~20%
improvement
in sentiment
accuracy

Go-Live: Jan'20

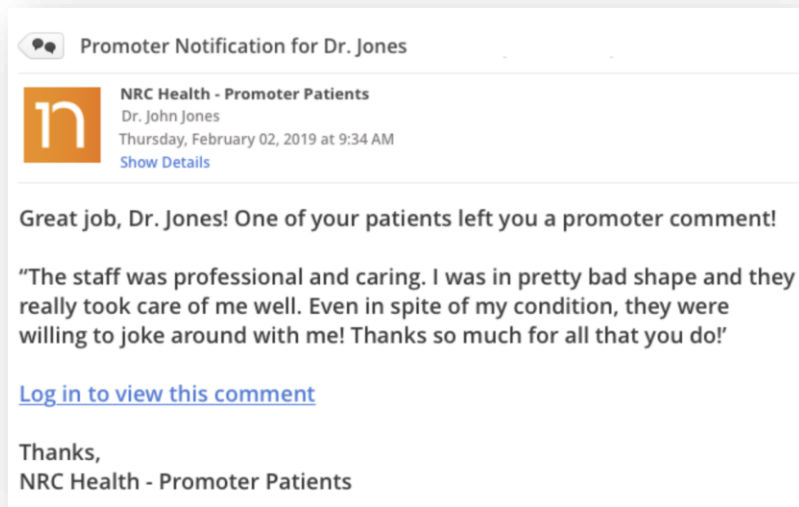
Delivering value – provider kudos

“We need to elevate the conversation from service recovery to positive reinforcement; physician burnout is very real.”

Utilizes NLP engine to identify **positive** comments about providers

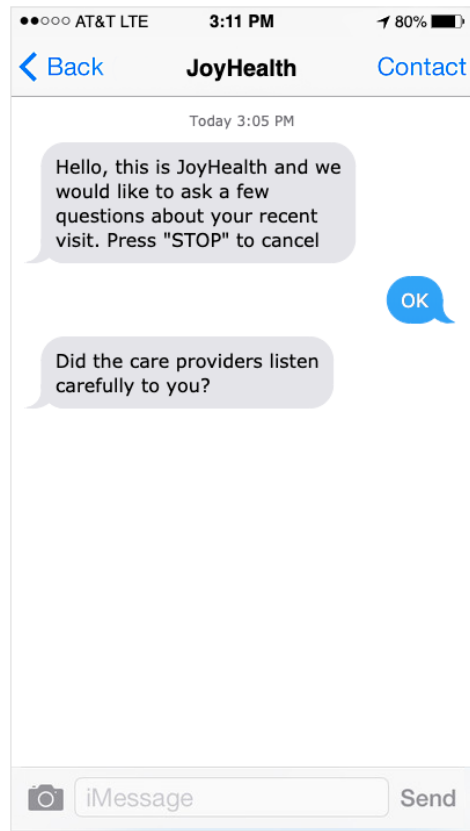
Current configuration logic is set to send up to one Kudos **every three days**

Kudos are distributed in **embedded email format**, similar to Provider Scorecard



Beta Go-Live: Jan'20

We're testing **bi-directional text** and **APIs for kiosks** to support omni-channel feedback, enabling **more touchpoints** along the patient journey



Use the power of **APIs** to seamlessly integrate our data and insights into healthcare workflows like **EMRs, CRMs, Patient Portals/Apps**



Experience
API



Caboodle connector
for NRC Health



Improve



MAXIMIZE CLINICIAN ENGAGEMENT

Automatically give positive reinforcement with the most positive of patient feedback
Take advantage of an expanded set of skill-building videos
Tailor provider scorecards to your unique business needs



PARTNER TO GROW TOGETHER

Integrate our best practices with your data for improvement
Follow our new Product Playbook to maximize the value of NRC solutions
Network more often with peers via expanded collaboratives and forums



PERSONALIZE CARE AND SERVICES

Take proactive action if predictive insights flags a current patient as likely detractor
Bring a snapshot of yesterday's feedback into today's team huddles
Perform effective service recovery more easily with process efficiencies

Predicting patient
loyalty to enable
proactive action
prior to or during a
care experience

PROMOTER LIKELIHOOD ALL

[API Integration](#) [Export](#)

PATIENT NAME	LOCATION	TOP EXPERIENCE DRIVER	TOP EXPERIENCE DETRACTOR	PROMOTER LIKELIHOOD	ROUNDING STATUS
Luces Nima	JoyHealth East	Nurse Courtesy & Respect	Doctor Aware of Medical Info	LOW	Open ▼
Mosdon Clarke	JoyHealth West	Family Talked to Staff	Communication Between Staff	LOW	Complete ▼
Mcleusin Mary	JoyHealth East	Had Enough Input in Care	Doctor Communication	HIGH	Open ▼
Leddes Sergio	JoyHealth South	Doctor Overall Rating	Seem in Timely Manner	LOW	Complete ▼
He Albert	JoyHealth East	Nurse Courtesy and Respect	Rating of Provider	MEDIUM	Open ▼
Heides Shazad	JoyHealth West	Family Talked to Staff	Doctor Communication	LOW	Complete ▼
Menly Julie,	JoyHealth West	Care Providers Explained Things Well	Doctor Aware of Medical Info	LOW	Complete ▼
Julieno Michael	JoyHealth South	Doctor Overall Rating	Doctor Communication	LOW	Open ▼
Lee Debra	JoyHealth South	Had Enough Input in Care	Communication Between Staff	MEDIUM	Open ▼
Leffesdy Erin	JoyHealth East	Family Talked to Staff	Rating of Provider	HIGH	Complete ▼

10 981 Results

Page 1 of 10 < >

Follow our new
Product Playbook to
maximize the value
of our VoC platform

Experience Playbook

How do I give a voice to my customers?

Identify Populations

- Valuable insights into patient experience exist across all settings of your organization. We recommend reaching out to all patients or customers who have completed a care event with your entity. This includes common encounters like inpatient and ambulatory visits, and might also include experiences in walk-in clinics, virtual visits, pharmacy, and sleep studies. It will be important to identify each customer group from whom you want to seek feedback.
- To learn more about identifying patient populations visit [<insert link>](#).

Question Selection

- NRC Health strongly recommends selecting from our libraries of evidence-based, setting-specific questions.

Embed best practices into analytics; e.g. 5 best practice articles based on performance of question summary table

QUESTION SUMMARY

Question	YTD	Last 3 Months	Last Month	n-size	Score	Goal	Gap	
Nurses courtesy/respect	77.6	77.9	79.5	371	81.7	81.1	0.6	<div></div>
Nurses listened carefully	74.6	75.4	77.1	371	78.7	75.5	3.2	<div></div>
Comfort talking with nurses	76.8	78.5	80.4	364	78.6	75.3	3.3	<div></div>
Environment clean/comfortable	75.6	78.0	78.9	363	78.2	77.1	1.1	<div></div>
Nurses explained things	75.4	77.3	79.1	369	77.8	74.9	2.9	<div></div>
Family involved in visit	77.4	78.3	79.7	367	77.4	68.7	8.7	<div></div>
Confidence and trust in nurses	73.4	73.8	72.9	368	74.5	74.3	0.2	<div></div>
NPS: Facility would recommend	67.3	70.1	71.0	411	73.5	75.2	-1.7	<div></div>
Had enough input/say in care	71.8	74.0	76.4	365	72.6	72.3	0.3	<div></div>
Care provider explain-if not better	69.5	71.1	73.3	372	72.6	61.5	11.1	<div></div>
Care providers explain things	68.9	70.4	71.0	378	71.4	70.8	0.6	<div></div>
Staff eased discomfort	63.4	65.5	66.9	372	65.9	71.1	-5.2	<div></div>
Good communication b/w staff	57.1	58.1	58.6	382	59.4	68.0	-8.6	<div></div>
Spent enough time with patient	54.8	57.8	57.6	389	57.8	62.1	-4.3	<div></div>
Seen in timely manner	45.6	48.1	48.6	392	52.0	59.2	-7.2	<div></div>

Ideas for Improvement:

Based on your current experience results, we might suggest the following best practice articles:

- Improving Communications with Nurses
- Improving Responsiveness of Hospital Staff
- Improving time Spent with patient
- Improving pain control

Advancing human understanding – *together*

CONSUMER
CENTRIC

CULTIVATING
RELATIONSHIPS

EFFICIENTLY
DRIVE OUTCOMES

“KNOW ME”



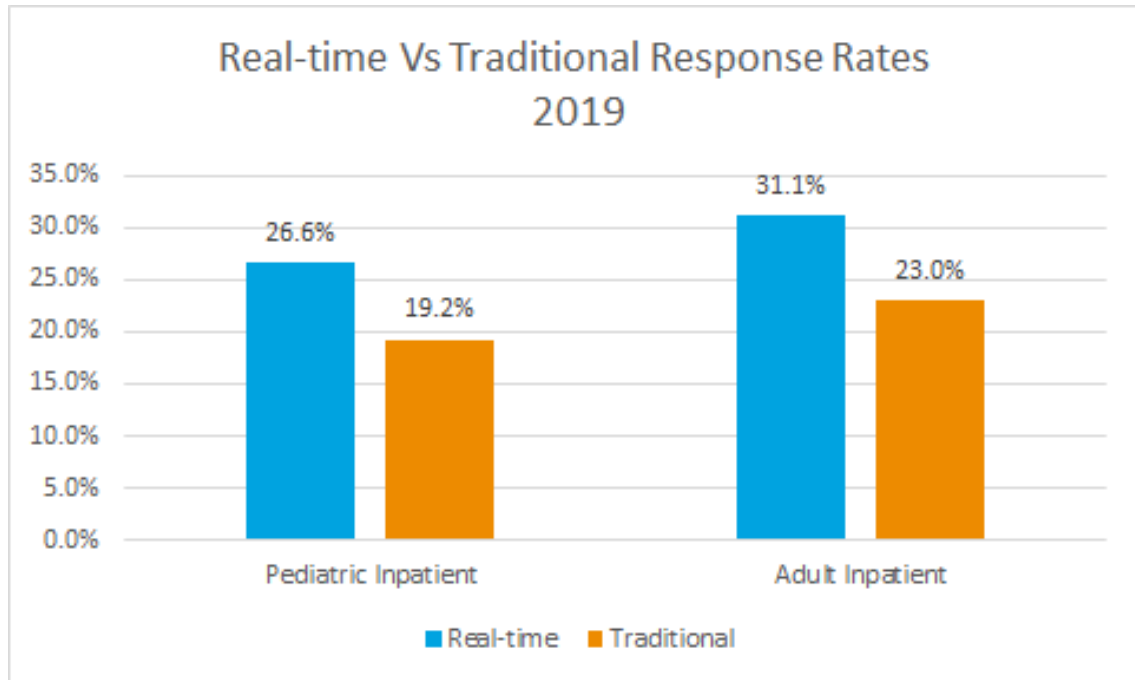
Agenda

- Introductions (10 Minutes)
- Research Insights (30 minutes)
- Thought Leadership Discovery (45 minutes)
- Know Me Inputs (30 minutes)
- Strategic Partnership Opportunities (20 minutes)

Discovery Session

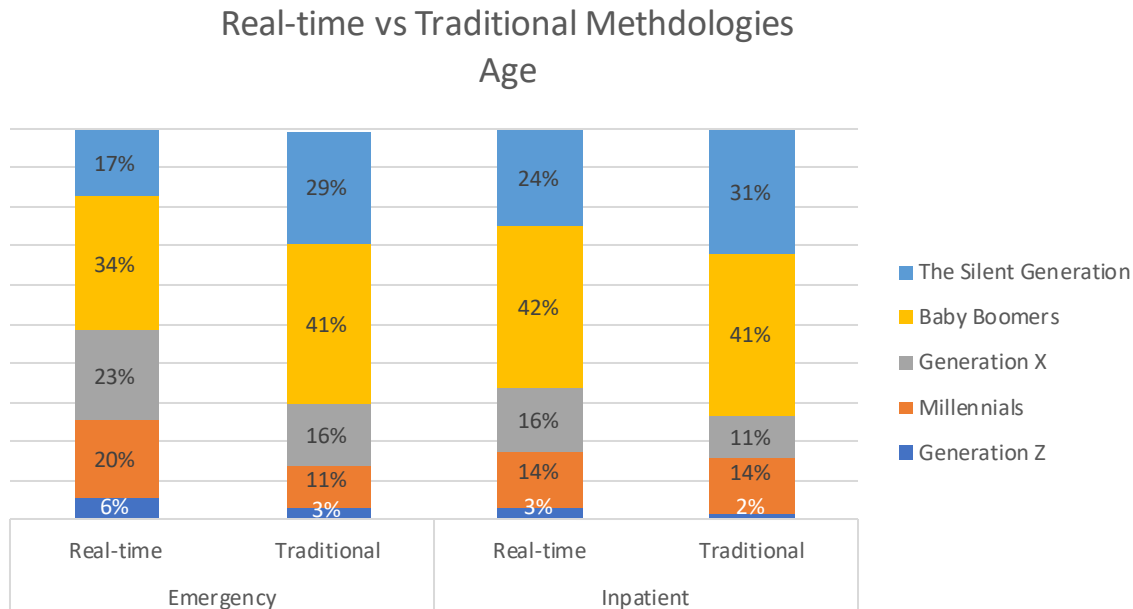
What we know about consumer voices today

Digital VS Traditional Methodologies



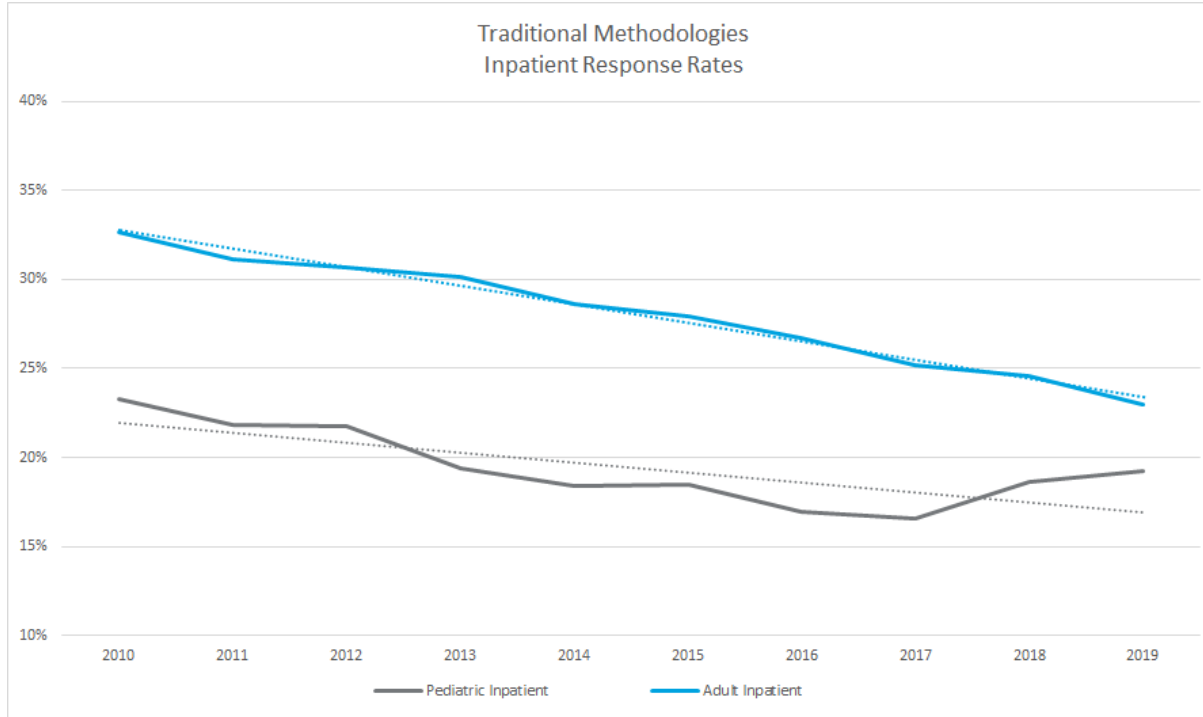
- Great gains in response rates upon moving to Real-time methodologies by using digital channels (Email, SMS, IVR)

Real-time VS Traditional Methodologies



- Real-time methodologies effective at eliciting responses from different patient subgroups not heard from traditionally

Response Rate Trends



- Response Rates are declining by a small amount each year for both and traditional methodologies

Industry Efforts to Increase Response Rates



FEDERAL REGISTER

The Daily Journal of the United States Government

Agency Information Collection Activities: Submission for OMB Review; Comment Request

A Notice by the [Centers for Medicare & Medicaid Services](#) on 04/16/2019

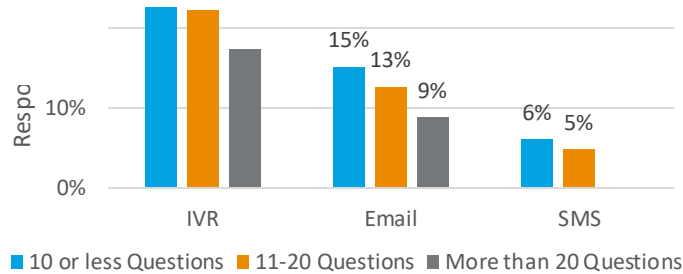
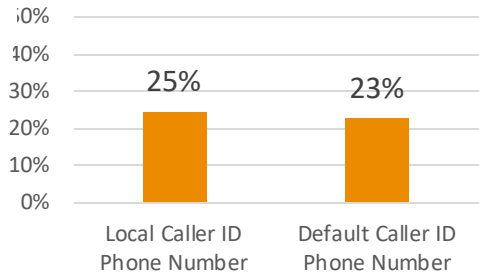
2. *Information Collection Request:* New collection; *Title of Information Collection:* Testing of Web Survey Design and Administration for CMS Experience of Care Surveys; *Use:* This collection is a new generic clearance request which encompasses an array of research activities to add web administration protocols to a series of surveys conducted by the Centers for Medicare & Medicaid Services (CMS). This request seeks burden hours to allow CMS and its contractors to conduct cognitive in-depth interviews, focus groups, pilot tests, and usability studies to support a variety of methodological studies around web modes of data collection for programs such as the Emergency Department Experience of Care (EDPEC), Fee-for-Service (FFS) Consumer Assessment of Healthcare Providers and Systems (CAHPS), Hospital CAHPS (HCAHPS), Medicare Advantage and Prescription Drug (MA & PDP) CAHPS, Home Health (HH) CAHPS, Hospice CAHPS, In-Center Hemodialysis (ICH) CAHPS, the Health Outcomes Survey (HOS), and the Medicare Advantage and Part D Plan Disenrollment Reasons surveys. *Form Number:* CMS-10694 (OMB

- CMS is expected to soon be using methods similar to Real-time

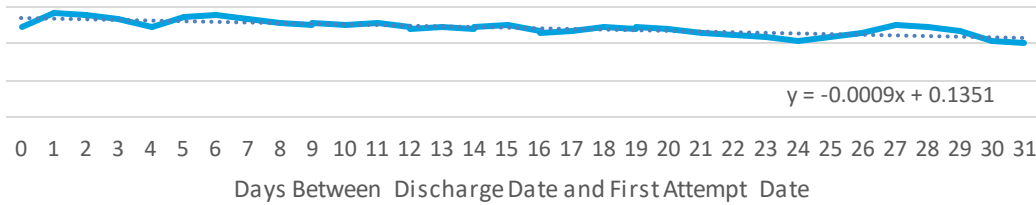
Some of the lessons we have learned so far

Response Rate Best Practices

IVR Response Rates
Local vs Default Caller ID

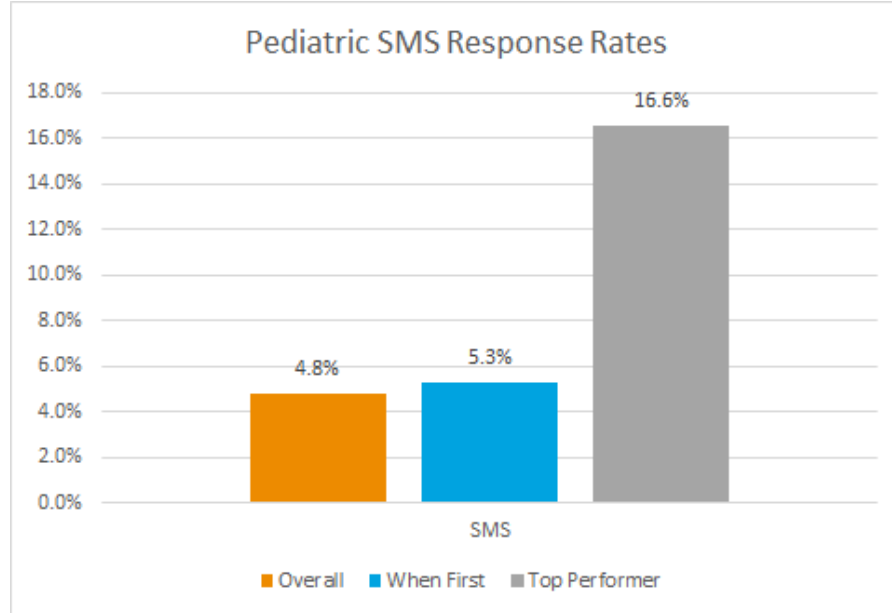


Response Rate
by Outreach Lag



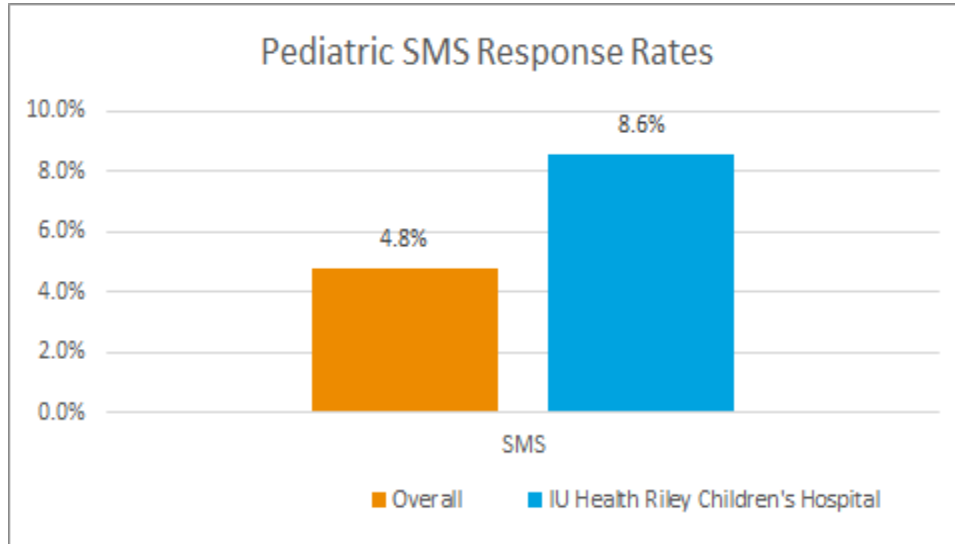
- Use mixed mode
- Use local caller ID
- Shorter length of survey
- Earlier outreach

Higher Response Rates using Text First



- Text message response rates increase when text is sent first
- Response rates can be as high as 17% when used first

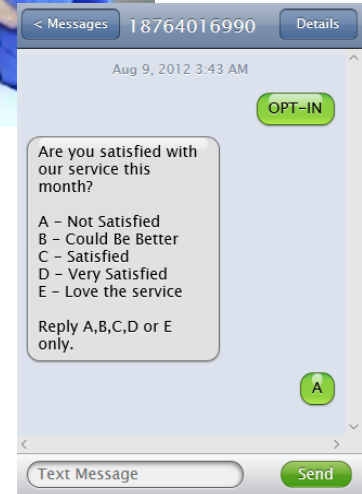
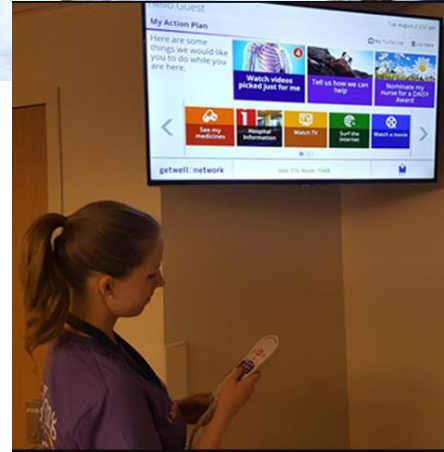
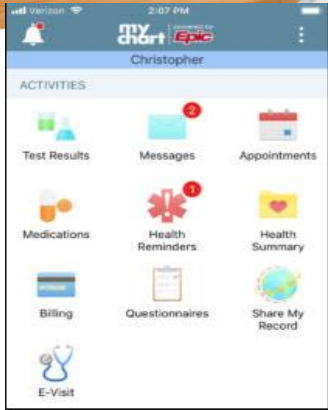
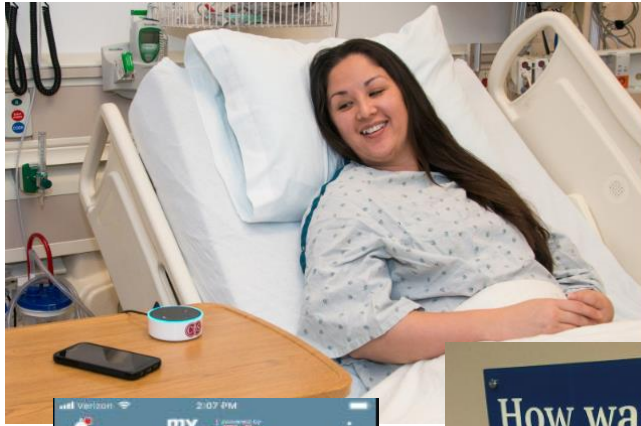
Patient Preferred Modes



- IU Health able to achieve desirable response rates for text outreach by utilizing patient-preferred mode

Future models for gathering patient and consumer voices

How do we meet patients where they are at?



How will we cater to Millennial and Gen-Z segments

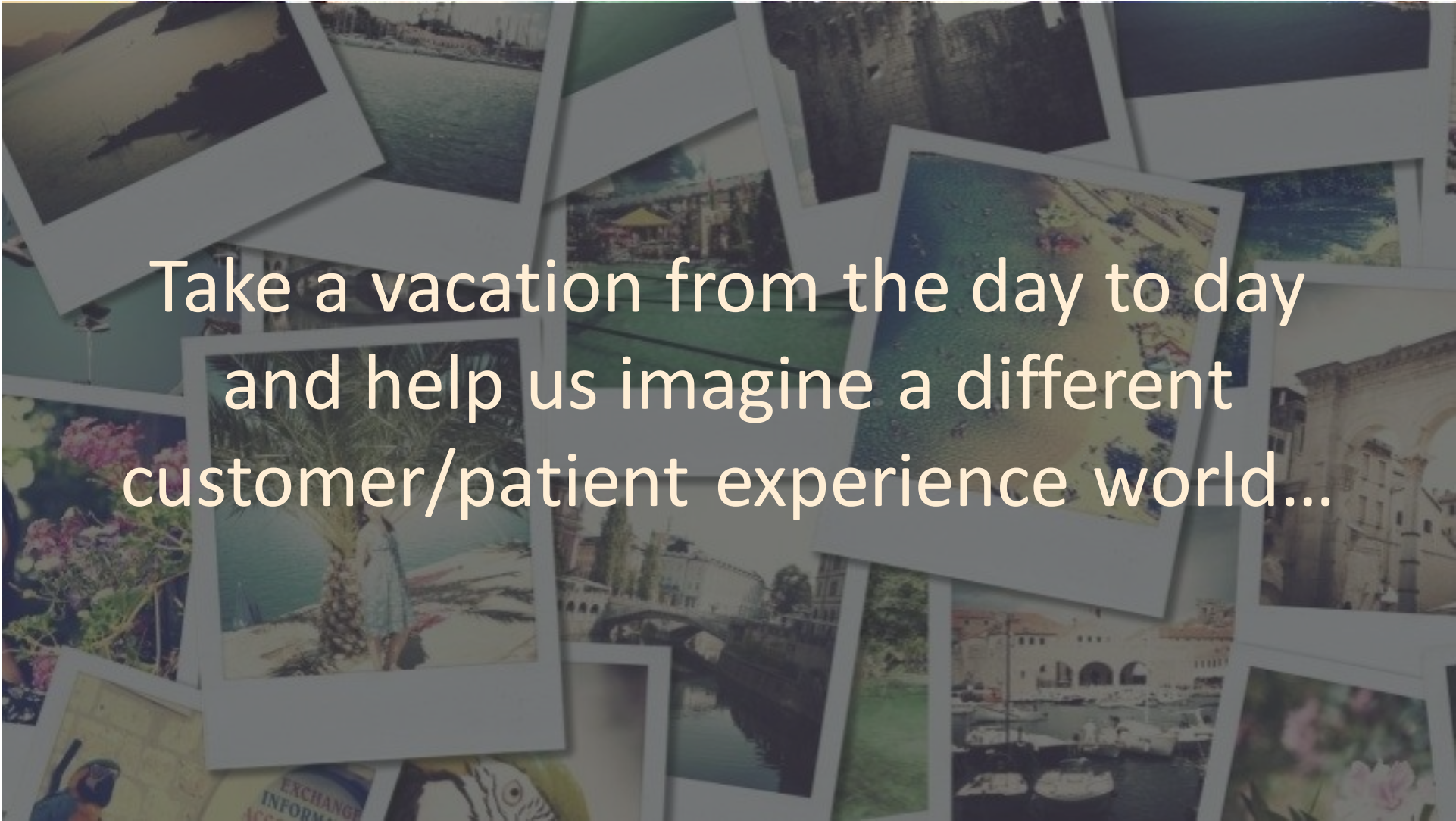


How are other industries listening to consumers?



In 2030, will Healthcare Experience
Surveys be a thing of the past?

Or Long Live
Healthcare Experience Surveys...



Take a vacation from the day to day
and help us imagine a different
customer/patient experience world...



What if human understanding didn't have to be constrained by things like


CAHPS

Magnet

Board Reports

Executive Scorecards

Provider Compensation



What if human understanding could
focus less on measurement, goal setting,
and achieving targets?

A woman with dark hair is shown in profile, wearing white earbuds. The background is a blurred image of several people in an office or meeting setting. The text is overlaid on the image.

And could focus more on meeting a
fundamentally human ask?

“KNOW ME”

Know Me Guard Rails

The background of the slide is a photograph of a multi-lane highway stretching into the distance. On the left side of the road, there is a metal guardrail. On the right side, there is a more robust guardrail system consisting of a top rail and a series of vertical posts. The road surface is dark asphalt. In the background, there are green hills and a small town or village perched on a hill under a clear blue sky.

Things that we
can reasonably
assess via
feedback
instrument from
patient / family

Things that can
be predicted
about the patient
using survey data