Why patient experience matters

Three areas of focus that drive loyalty and improve your bottom line.

01 | Access

A patient-experience transparency program can help every healthcare organization meet its patients where they are, even prior to the clinical encounter. Former patients can be the strongest advocates or detractors of an organization, so healthcare facilities need to not only measure the patient experience, but also encourage satisfied patients to advocate for the care they've received.

→ **77% of consumers begin their healthcare search online.**

→ **88% of consumers trust online reviews as much as personal recommendations.**

How much could a bad experience cost your organization?

Patients who've had bad experiences openly share their frustrations. Plug in your Net Patient Revenue per encounter and combine it with NRC Health's Market Insights data to calculate the financial impact one bad experience could have on your organization's bottom line.

	Word of mouth	Social influence
Patient encounter	1	1
People reached	12	500
Level of influence	x30.9%	x30.9%
People influenced	4	155
Net patient revenue (NPR) per encounter	x $2,774	x $2,774
Financial impact	**$11,096**	**$429,970**

02 | Service Recovery

Patients' experiences are a crucial part of today's decision-making process, and are of fundamental importance in making your organization desirable. Ongoing real-time evaluation of patients' experiences provides insight into how their perceptions are evolving, and where opportunities may exist to improve.

→ **49.5% of consumers say that previous experience is very important to them when they're selecting a healthcare facility.**

→ **84% of consumers expect follow-up if they have a bad care experience.**

→ **66% of consumers consider a bad experience irreparable/unrecoverable if they go without follow-up for one week or more.**

By conducting real-time outreach to 100% of patients, organizations can take advantage of clinical and service-recovery opportunities on an ongoing and daily basis, and retain patients who might otherwise leave. Conversely, failure to address concerns can easily disenfranchise patients and push them to join the 39% of consumers who are not loyal to any organization, or the 23.2% who choose to delay care altogether.

LOYALTY

Customers with service failure and successful recovery

Customers without service failure

SERVICE FAILURE

SERVICE RECOVERY

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03 | Real-time feedback

Consumers don't want to wait weeks to provide feedback to their doctors and nurses about their experience.
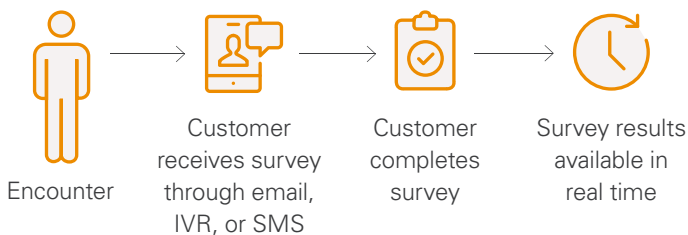
44%
of patients want to provide feedback after every care experience

73%
of patients want to provide feedback a few hours to a few days after a care event

NRC Health's Real-time feedback solution is an automated patient-survey **solution that reaches 100% of patients within 48 hours of their care episode.** This not only drives up patient-response rates, but also gives leaders rapid insight into the quality of their patients' experiences.

HOW REAL-TIME FEEDBACK WORKS

Encounter → Customer receives survey through email, IVR, or SMS → Customer completes survey → Survey results available in real time

Real-time Feedback also smoothly integrates with internal data warehouses to uncover important new correlations that might otherwise go unseen. Real-time solicits open-ended comments from patients, giving them a rare opportunity to voice their authentic opinions to providers and presenting them with meaningful opportunities for service recovery and improvement.

What creating loyalty means to you financially?

Displayed is a lifetime value calculation, made using data from AHRQ's Medical Expenditure Panel Survey and taking into account a number of factors that help determine the lifetime value of a patient.

See how the value of loyalty in your hospital compares with that of other organizations and can affect your bottom line.

Age of members	Projected remaining spend on healthcare
Parent	$901,326
Parent	$901,326
Child	$2,257,754
Child	$2,700,543
Child	$3,370,054
Total remaining healthcare spend	**$10,131,003**

Source: Agency for Healthcare Research and Quality (AHRQ). "Mean Expenditure Per Person with Expense by Age Groups, United States, 1996–2017." Medical Expenditure Panel Survey (MEPS). (Generated interactively: Wednesday, Feb. 12, 2020.)
https://meps.ahrq.gov/mepstrends/hc_use/
https://nrchealth.com/roi-calculator/

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Human understanding