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nrc

HEALTH

A first look



Human understanding

ABOUT

Stop wondering. Start understanding.

NRC Health helps healthcare organizations understand the people they care for with greater clarity, immediacy, and depth.

We take you beyond 'stakeholders,' 'target audiences,' and 'populations.' We help you know your patients as people.

01

Clarity

02

Immediacy

03

Depth

ABOUT

SOLUTIONS

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WHY NRC



We bring clarity.

We help you move from information to insight. Illuminate the critical moments to improve. Leverage your ingenuity and resources to have the greatest impact.

We bring immediacy.

We capture what people think and feel about your organization in real-time and over time. Build on what's working, and resolve service issues with greater speed and personalization.



Human understanding

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[CLARITY](#) | [IMMEDIACY](#) | [DEPTH](#)

We bring depth.

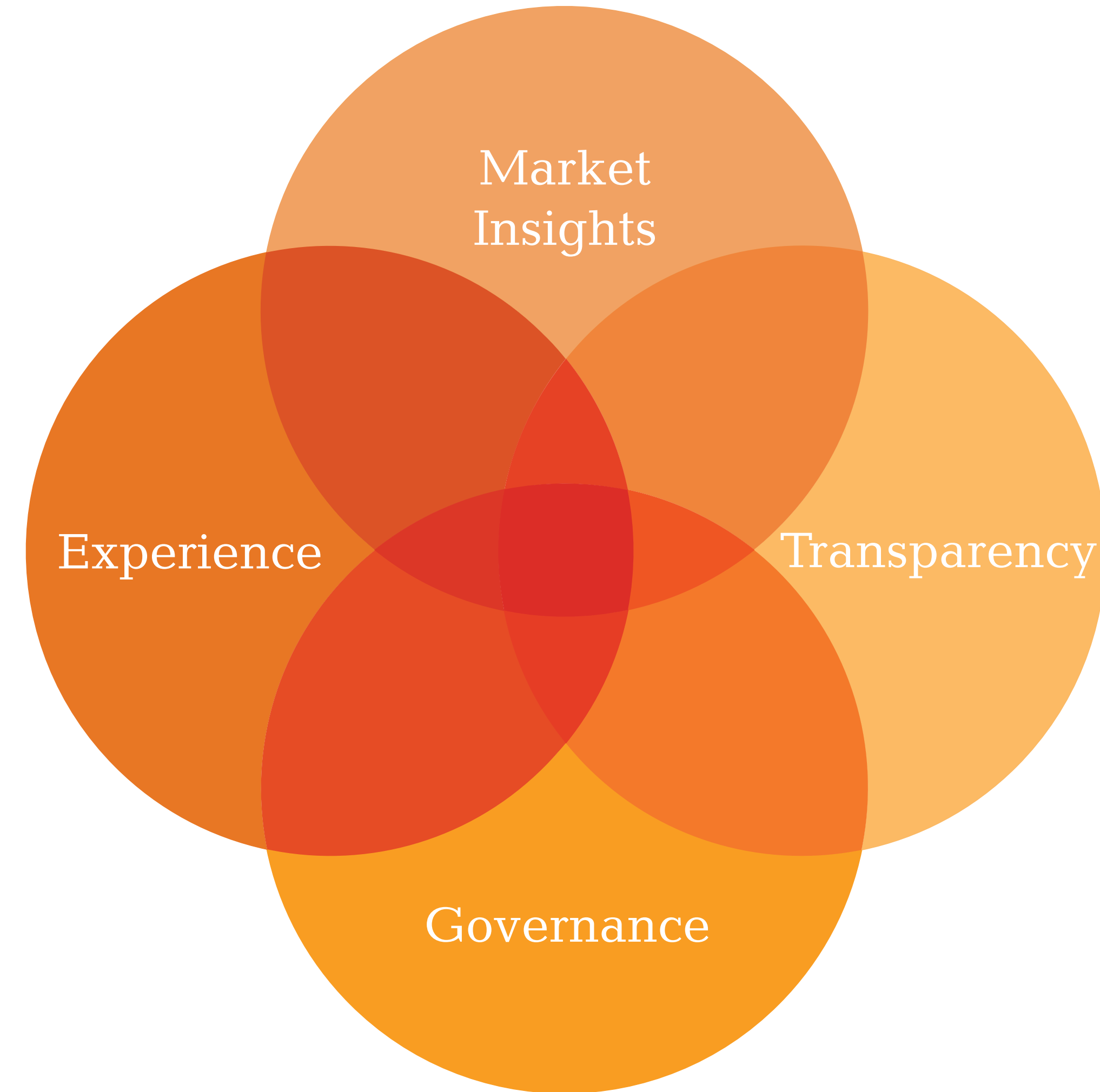
A patient's experience isn't one-dimensional. We shine light on the totality of their interaction with you—before, during, and after care—to take you inside their personal journey toward wellbeing.



SOLUTIONS

See the whole picture.

With the complexity and demands associated with healthcare delivery today, seeing the whole picture is more important than ever. NRC Health solutions are designed to help you understand the totality of how your organization is experienced by the people you serve. [LEARN MORE →](#)



NRC Health solutions help you see the whole picture.



Experience

Improve the experiences of patients, residents, physicians, and staff through real-time feedback, multi-modal outreach, coaching, and improvement plans.

[LEARN MORE →](#)



Market Insights

Understand the voice of the people you serve across important dimensions such as community perception and preference, competitive analysis, and marketing feedback.

[LEARN MORE →](#)



Transparency

Let the care you provide inspire trust. Share experiences and empower better consumer decision-making by providing verified patient feedback online.

[LEARN MORE →](#)



Governance

Research, trend analysis, and idea sharing help boards and organization leaders improve strategic efficiency and outcomes.

[LEARN MORE →](#)

CASE STUDIES

We measure our impact in the clearest way possible: the results we help our clients achieve.

Three case studies

01 CLARITY

[How transparency transformed a culture](#)

02 IMMEDIACY

[With patient feedback, sooner leads to better](#)

03 DEPTH

[The impact of understanding patient preferences](#)

01 CLARITY

How transparency transformed a culture

University of Arkansas for Medical Sciences

- Arkansas' only academic medical center
- 10,000 employees, 600 clinicians
- Leaders in clinical research
- NRC Health client since 2015

Start-to-finish implementation

6 months

Ratings generated

280+ providers

Online search performance

60% of providers rank #1 in Google search

“NRC Health has been such an asset. They challenge us to understand our patients and physicians better, and take bold steps to address their needs.”

Julie Ginn Moretz

Associate Vice Chancellor

Center for Patients and Families,

University of Arkansas for Medical Sciences

02 IMMEDIACY

With patient feedback, sooner leads to better

Sentara Medical Group

- 181 sites in Virginia and North Carolina
- 2,700 employees
- 840+ providers
- 1 million patient visits each year

Feedback loop reduced

3 days instead of
6 weeks

Patient feedback increased

35x

Experience scores improved

6.5%

“Once we changed the focus of our urgent care centers to become patient-centric—hearing the voice of the customer and training our staff to improve processes—we started receiving great reviews.”

Mark Weisman, MD

Medical Director

Strategy, Innovations, & Informatics

Sentara Medical Group

03 DEPTH

The impact of understanding patient preferences

Carilion Clinic

- Non-profit healthcare organization based in Roanoke, VA
- Seven hospitals, primary and specialty physician practices, and other complementary services
- Serves nearly 1 million Virginians

In first two weeks

1,230 patient responses

Patient preferences discovered

89% prefer using through the patient portal via desktop

Feedback-inspired improvements

Patient portal enhancements included appointment self-scheduling

“The support NRC Health provides makes the process of developing a research tool very easy. After that, we just say ‘Go!,’ and wait for the results.”

Sharon Honacker
Planning Analyst
Carilion Clinic

WHY NRC

Choosing NRC Health: Three reasons why

01

What we offer.

Our solutions are designed to help you understand the totality of how your organization is experienced by the people you serve.

02

How we think.

The associates of NRC Health are subject matter experts who approach your business as their own.

03

What we stand for.

Our uniquely empathic perspective began long before 'patient centered' became a buzzword.

What we offer.

NRC Health solutions shed light on the totality of how your organization is experienced by the people you serve.

Our innovative tools and technologies help you understand the experiences of your patients, residents, physicians, nurses, and staff in real-time and over time. These perspectives matter greatly, and help surface different opportunities for change and improvement.



How we think.

The associates of NRC Health are united by purpose to improve the lives of others. For our partners, that translates into a deep sense of ownership and responsibility for the data, insights, and counsel we provide.

We approach every partners' business as our own. We take a holistic view, bring rigor to our analysis, and help you focus on what matters most.



What we stand for.

Enabling human understanding is the promise of NRC Health. We never forget that before patients were 'target audiences' or 'populations,' they were—and remain—people. We help you see them that way.

Our uniquely empathetic point of view is embedded in our heritage and affiliation with the Picker Institute: the pioneer in patient-centered care.

