Introducing the NRC Health Loyalty Index

It is estimated that the average consumer will spend $1.4 million on healthcare throughout their lifetime (NRC Health, CMS.gov, PhysicianWeekly.org, WorldBank.org). What's more, Market Insights data has discovered that 40% of national consumers do not consider themselves loyal to a single hospital or health system. Loyalty lacks in healthcare – but the NRC Health Loyalty Index is here to help.

The opportunity for converting loyalty towards your brand exists, and by using the Loyalty Index you can view your scores across all of your markets to assess strengths and weaknesses for each aspect of loyalty.
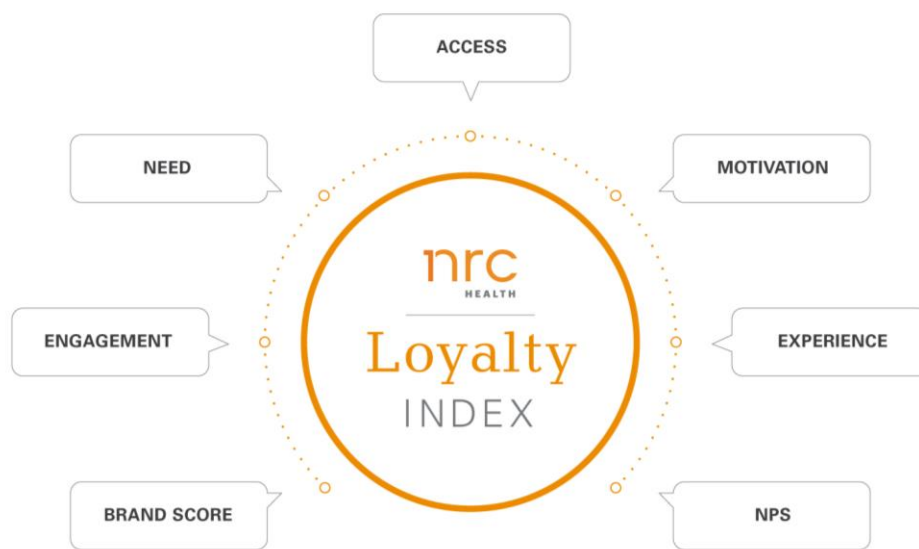
The Loyalty Index can be found on the brand dashboard inside the reporting site. Users can utilize the associated drill-through to view the profile and trends of each aspect of the Loyalty Index. The NRC Health Loyalty Index and associated aspects are new to the core syndicated survey in 2017.
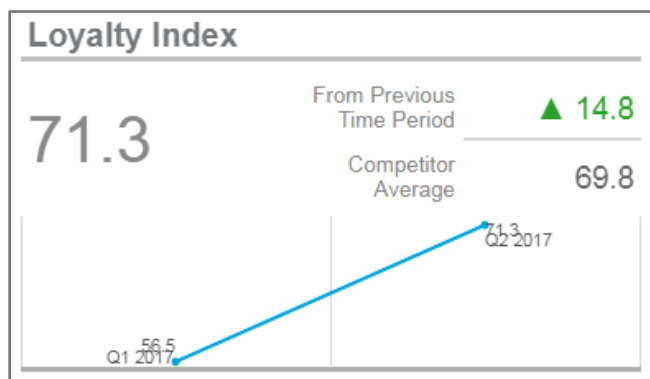
Seven aspects of the NRC Health Loyalty Index:

The NRC Health Loyalty Index is a single metric comprised of seven separate aspects that combine to provide a holistic view of healthcare consumer loyalty. The seven aspects are:

1. **Brand Score**: What do consumer think of your brand's image & reputation?
2. **Engagement**: Are consumers attending your community events, following your brand's social media pages, and visiting your website (digitally) or visiting friends/family members at your facilities (physically)?
3. **Need**: Supply and demand; the greater the need for healthcare, the higher the loyalty.
4. **Access (CES)**: Can consumers easily access all of the healthcare services within your system?
5. **Motivation**: Are your consumers motivated to use your brand over your competitors?
6. **Experience**: Delight your customer's brand experience by exceeding expectations.
7. **NPS**: Are your customers willing to bet their reputation on you?

Here is a snapshot of what your Loyalty Index dashboard will look like. You can hone in on each separate aspect to see which aspects your organization should focus on improving. Additionally, you can see how each aspect trends overtime at your organization.