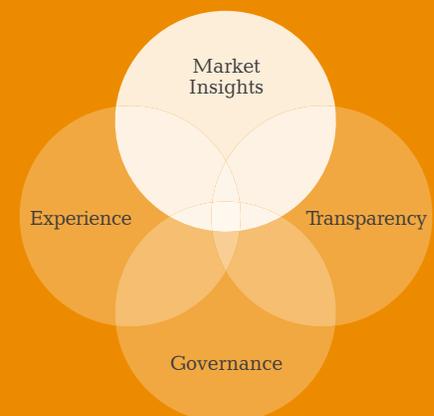


Loyalty Index



The NRC Health Loyalty Index informs your marketing strategy to drive patient acquisition and grow consumer loyalty.



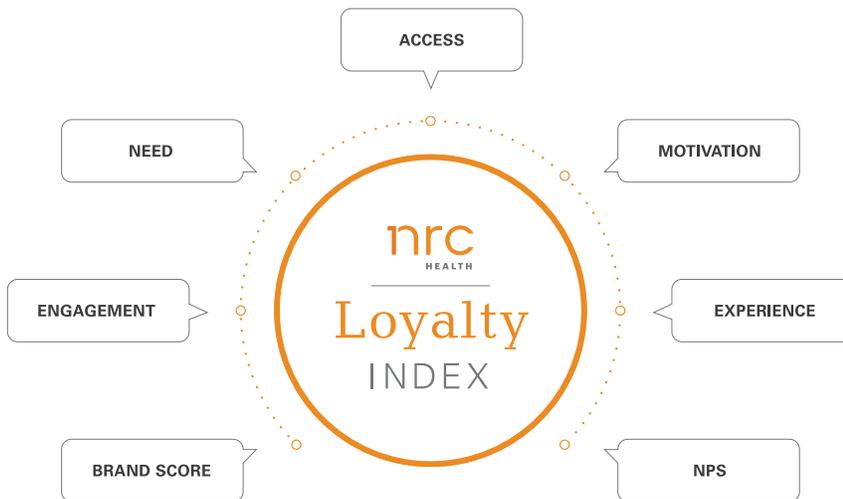
NRC Health empowers healthcare organizations to better understand the people they care for and design care experiences that inspire loyalty.

nrchealth.com

A single metric for healthcare loyalty

NRC Health Loyalty Index

The NRC Health Loyalty Index is composed of seven aspects that combine to provide a 360° view of healthcare consumer loyalty—a single, trackable metric to identify emerging trends in consumer behavior and benchmark against peers. Healthcare marketers are able to develop an informed marketing strategy, proactively implement change, prove marketing ROI, and ultimately grow market share.



Simple

Use a single, trackable metric to inform marketing strategy, report on marketing ROI, and gain leadership buy-in for marketing campaigns.

Comparable

Know where you rank amongst peers in various geographic regions, and understand the strengths and weaknesses of your competitors.

Holistic

Hone in on the most important aspects of consumer loyalty by assessing your strengths and weaknesses across each of the seven aspects.

Insightful

Use the correct data to design informed marketing strategies focused on driving patient acquisition, and ultimately growing consumer loyalty.

The seven aspects of consumer loyalty:

01

Brand score

Once consumers are aware of you, what do they think of your image and reputation?

02

Engagement

In what ways are consumers interacting with you?

03

Need

Do you offer services that meet the needs of consumers?

04

Access

Can consumers easily access your services?

05

Motivation

Are consumers motivated to use your brand over your competitors'?

06

Experience

How do patients rate the experiences they have had with you?

07

NPS

How likely would consumers be to recommend you to a friend or family member?