Community Insights

INTERNAL & CONFIDENTIAL FAQ DOCUMENT

VERSION 1.0

Human understanding

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Community Insights

Internal & Confidential FAQ Document

This document is for internal use as an associate reference guide and should not be shared directly with our clients or prospects. While you may reference some information as appropriate to support dialogues with clients/prospects, our intent is to provide customer-facing materials appropriate for use with clients and prospects.

CONTENTS

About

DESCRIPTION

- At the end of each NRC Health real-time web survey, the respondent is invited to opt-in to the healthcare organization's community insights panel. As the panel grows, input can be quickly gathered from the whole panel, or a targeted segment, to inform strategic decisions or initiatives. The NRC Health service and research team works with the organization to understand learning objectives, target panel segment, create the survey, fulfill the outreach via a personalized web survey, and report the feedback.

WHAT PROBLEMS DOES THIS SOLVE?

- Community Insights allows clients to engage their patients in a more efficient, timely, and customer-centric way. By automatically building a panel through the real-time platform, clients save time and money compared to traditional recruitment and panel build methods. Using their panels for exploratory research represents thousands of dollars in savings compared to traditional purchased panelists.

HOW DO WE DESCRIBE TO PROSPECTS/CUSTOMERS? ELEVATOR PITCH:

- Driving customer engagement is key to ensuring the decisions you make keep the customer front and center. NRC Health makes engaging them fast and simple. We automatically recruit and build your trusted community panel by adding an invitation to join at the conclusion of the real-time feedback survey. We manage engagement activities to obtain and report feedback, getting the insights you need, whenever you need them. Whether validating a design for a patient experience improvement initiative, designing online appointment scheduling, offering new care services, or redesigning your website, you'll have more confidence with feedback from your trusted community.

WHO IS THE TARGET MARKET OR BUYER?

- Provider Type: Hosptials, Healthcare Systems, Medical groups/practices
  Users: Marketers, Business Development and Strategy, Patient/Customer Experience, Quality
  **Must use NRC Health real-time feedback to setup Community Insights.*

Pricing Model & Contracting

HOW IS IT PRICED?

- See pricing table below:

Real-time Enterprise Price*	Community Insights Add-on Price
Under $200k	$25,000
$200k - $500k	15% of RT price
$500k - $1M	12% of RT price
$1M+	9% of RT price

FOR PRICING QUESTIONS, PLEASE CONTACT:

- Joe Mctaggart, Director Financial Planning & Analysis: jmctaggart@nrchealth.com
  AJ Leetch, Financial Analyst: aleetch@nrchealth.com

Sales

WHO IS SELLING IT?

- The Experience sales team gets the first opportunity to sell as part of a net-new sale or conversion to the NRC Health platform (real-time). If Community Insights does not sell at that time, the upsell opportunity goes to the Market Inisghts team through the marketing contact. If a current customer is already on the NRC Health platform, the sale of Community Insights is with the Market Insights team. If a Market Inisights client is currently using On-Demand research and is collecting real-time feedback, the client will be given community insights at no additional charge.

IS THERE A DEMO?

A demo will be available with the general release of Community Insights and posted on the Marketing Resources link under New Products > Community Insights: http://go.nrchealth.com/resource-links

Marketing

WHAT MATERIALS ARE AVAILABLE TO HELP ME PROMOTE?

→ Client facing data sheet and slide deck available here.

WHAT IS THE MARKETING PLAN FOR LEAD GENERATION?

→ An account-based campaign (email, paid display, and direct mail), case study, and webinar are coming in the first half of 2018.

Service Model & Operational Process

HOW DOES THIS GET IMPLEMENTED?

→ Once a client adds Community Insights to their contract, a question will be added to ther end of all real-time question pods. The implementation team will work with the client on the question wording. *(NRC recommendation: "We're looking for people to share their thoughts and ideas about our services. Would you be willing to join this community and provide ongoing feedback a few times a year? Yes please/No thanks")*

ARE THERE EXCLUSION RULES FOR ASKING PATIENT TO JOIN?

→ In early Q1'18, there will be three exclusion rules for the Community Insights question.
  - For patients joining the community, they will not be asked to join again should they take another real-time survey.
  - For patients choosing not to join, they will not be asked to join again for six months should they take another real-time survey.
  - No patients under the age of 17 will be asked to join Community Insights.

WHAT MODE OF OUTREACH DOES COMMUNITY INSIGHTS WORK FOR?

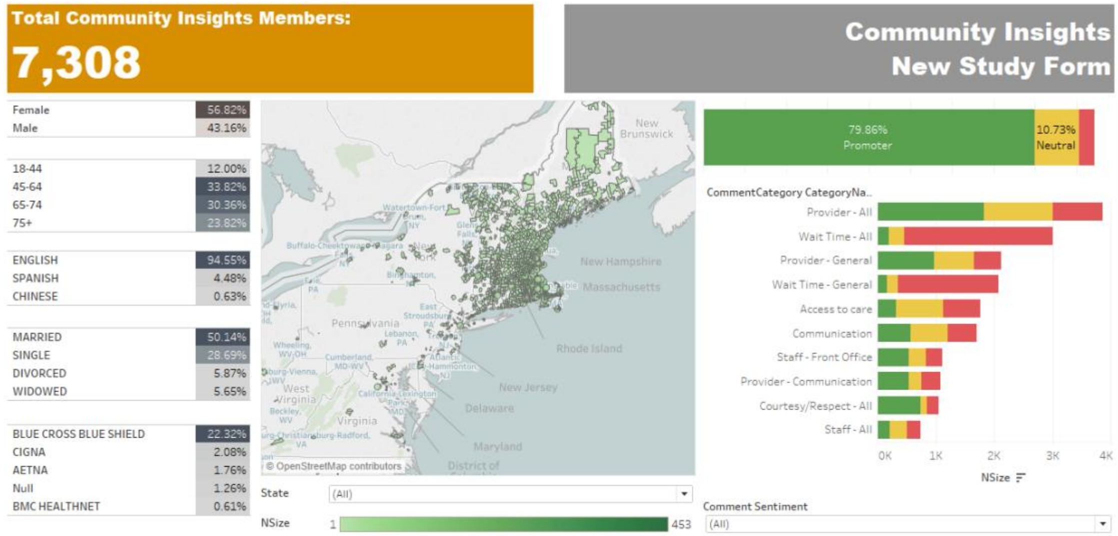
→ Community Insights works for real-time web surveys.

HOW MANY PATIENTS WILL JOIN THE COMMUNITY?

→ We will have a more accurate prediction once clients begin using Community Insights. For estimation purposes, as of today, the average real-time client collects 1,000 email responses a month. If 20 percent of those responses opt-in to a community, the average client could expect **200** new panelists per month or nearly **2,500** a year. These averages will vary depending on monthy returns and opt-in percentages.

HOW DO CLIENTS KNOW HOW MANY PATIENTS HAVE JOINED THEIR COMMUNITY?

→ Clients can see how many clients have joined their community by viewing their Community Insights dashboard which will be located in the Analyst Corner of the reporting site. The dashboard will show number of opted-in patients, patient demographics, patient geography, patient NPS category, and patient comment category/sentiment.



ONCE A CLIENT HAS A SUFFICIENT NUMBER OF PATIENTS OPTED-INTO THEIR PANEL, WHAT'S THE PROCESS FOR INITITATING A NEW STUDY?

- Initiating new studies will be done in one of two ways:
    - Option 1: Client has a conversation with their account manager, letting them know they are ready to conduct a study using their Community Insights panel.
    - Option 2: On the Community Insights dashboard clients can initiate studies by completing the new study form. Completion of the form will automatically send an email to the account management and research teams, notifying them that a client is ready to conduct a study.

WHAT TEAM WILL BE CONDUCTING THE ONGOING RESEARCH?

- The Market Insights On-Demand research team will be conducting Community Insights research. That team consists of Heather Lannin (hlannin@nrchealth.com), John Estudillo (jestudillo@nrchealth.com), and Hali Clark (hclark@nrchealth.com).

WHICH PARTS OF THE PROCESS ARE MANAGED BY THE RESEARCH TEAM?

- The research team will handle all processes related to project management, survey development (if needed), survey programming, survey launching, survey fieldwork, and reporting results.
- The research team will work with account managers to setup a client call if more information is needed.
- Clients will receive a test survey link and a test email invitation from the research team before each study to ensure approval.

HOW LONG DO COMMUNITY INSIGHTS STUDIES TAKE TO COMPLETE?

→ Results turnaround is about **two weeks**. Once a study is launched, fielding ususally takes around 3-5 days (the research team can deliver raw data files and topline reports at this time), with the reremaining time dedicated to synthesis of results and creation of reporting.

HOW MANY QUESTIONS DO WE RECOMMEND ASKING IN A STUDY?

→ To prevent respondent fatigue and community burnout, we recommend asking less than 10 question per study, ideally around five.

HOW OFTEN SHOULD CLIENTS TAP INTO THEIR COMMUNITY INSIGHTS PANEL?

→ We recommend that clients reach out to their panel no more than once per month to ensure maximum participation and community retention.

HOW DO WE HELP CLIENTS DRIVE INTERNAL ADOPTION OF COMMUNITY INSIGHTS?

→ We should encourage clients to form an internal stakeholders group comprised of representatives from each functional area (Marketing, Strategy, Patient/Customer Experience, Quality, Service Line Leaders), charged with selecting topics for their Community Insights panel. They can develop a schedule of topics to field and even determine questions they would like to ask.

HOW CAN CLIENTS FOSTER TWO-WAY ENGAGEMENT WITH THEIR COMMUNITY INSIGHTS PANEL?

→ Clients can and are encouraged to send quarterly newsletters back to the Community Insights panel. Clients can also select a quarterly winner to receive a gift card or other incentive for participation in the panel. Sending newsletters or selecting sweepstakes winners are excellent ways to ensure ongoing engagement from communities.

WHAT TYPES OF TOPICS CAN CLIENTS ASK THEIR COMMUNITIES?

→ Clients can ask their panels a wide variety of topics, and we expect many topics to be driven by internal initiatves. For those wanting ideas, see below for a list of potential topics:

Possible Community Insights Topics	
• Logo testing	• Telemedicine
• Mission, vision, values testing	• Price Sensitivity
• Tagline testing	• Brand pulsing
• Website testing	• New service offering
• Demographic Exploration	• Scheduling Preferences
• Patient Personalization	• Patient Population Segmentation
• Wait Times Improvement Initiatives	• Patient Portal Improvement
• Process Improvement	• NPS Hyper-Targeting

CAN RESPONSES FROM COMMUNITY INSIGHTS STUDIES BE TIED BACK TO INDIVIDUAL PATIENTS?

- → Yes, since the patient has completed a real-time survey to join the panel, we do have their demographic information and response to the real-time survey.

CAN SURVEY AND EMAILS BE CUSTOMIZED FOR CLIENTS?

- → Yes. The research team can customize colors, logos, question types, email invitations, etc. to each client's preferences.

WHERE CAN RESULTS FROM PREVIOUS COMMUNITY INSIGHTSTUDIES BE FOUND?

- → Once the Analyst Corner is set up, all Community Insights studies will be published there, making them easy to find for historical purposes.

Who is the product owner if I have questions?

PLEASE CONTACT:

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Title: Product Analyst

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