

Community Insights

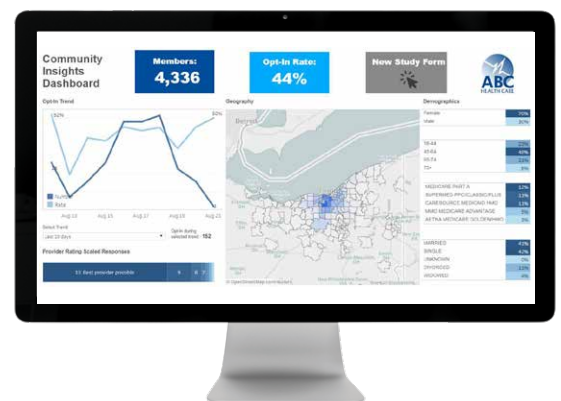


Build a virtual community for in-depth conversations with your customers

Hospital and health systems across the country are being asked by boards and leaders to create virtual customer communities.

By integrating with real-time customer feedback, **Community Insights from NRC Health** makes building and engaging a patient community fast and simple.

NRC Health automatically recruits community members from recent patients by inviting them after they've provided real-time feedback regarding a recent visit. This opt-in mechanism ensures that panels will attract participants who are eager to give feedback. You'll have a dedicated group of advisors that will lend invaluable insight to your operations.



Always at work.

Once deployed, Community Insights never stops working. Your community panel continuously grows at opt-in rates of up to 30%, making it bigger, more current, and more representative of your diverse populations.

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

The next level of consumer engagement

Community Insights from NRC Health

Insights on demand

Tap into your patient community by conducting mobile-friendly studies representing thousands in savings compared to external purchased panels.

Customer Informed Initiatives

Enjoy responses from members within hours of launching studies. Timely, targeted advice from your trusted community will guide your hand, as you design and deploy strategic initiatives for your organization.

Foster Active Engagement

With Community Insights, you can appropriately segment your panel to engage with the right members per topic. And, keep your community updated with newsletters, send intelligent follow-up questions, or thank them for their contribution. These efforts can dramatically reduce panel attrition rates.



IMPROVED LOYALTY

After consulting their patient community, one health system in Northern California discovered the reason that East Asian patients hesitated to recommend the organization: they could not find doctors who spoke their native languages. Discovering this gap in their staffing enabled them to adjust their recruitment strategy to better fit their patient population.



NEW OPPORTUNITIES

As one non-profit health system weighed the case for adding midwifery to their service-line, they referred to their patient community's input to confirm the market's desire, and discern what patients expected from midwives.



EXPANDED REVENUE STREAMS

A medical center in Louisiana engaged their patient community on telemedicine price levels. They learned their patients were willing to pay up to twice their co-pay for specialty telemedicine.

Community Insights: Top five takeaways

01

Effortless recruitment

Bolster community numbers with a fully integrated opt-in invitation every time patients provide real-time feedback.

02

Trusted advisors

Build and learn from an engaged community of consumers, eager to offer their insight and guidance.

03

Engaged communities

Ensure that invested members contribute to panels, with targeted invitations that allow them to give feedback on what matters to them.

04

In-depth topics

Foster a dialogue between your organization and consumers, and come to a stronger understanding of their wants and needs.

05

Strategic direction

Let customer voices validate decisions, and approach new initiatives with informed confidence.