



RESEARCH BRIEF

Maximizing millennial response rate

Real-time feedback maximizes millennial response rate, provides insight to drive engagement and loyalty

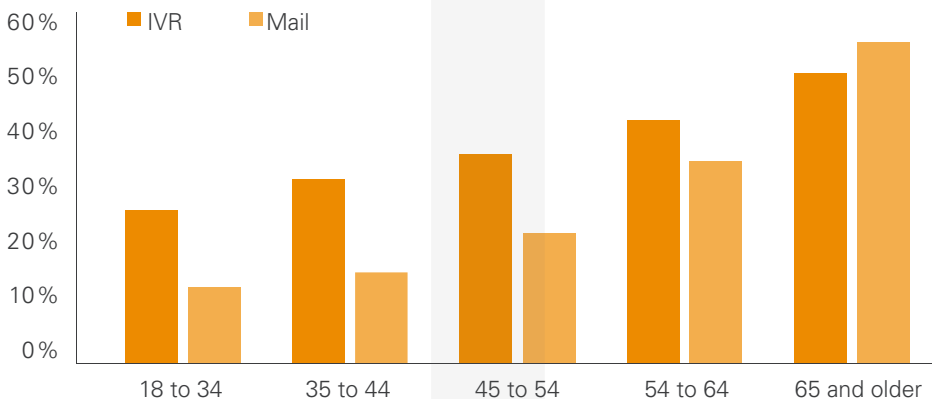
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Capturing the lifetime loyalty of millennial consumers is essential, both in today's fee-for-service world and in tomorrow's value-based care environment. In order to gain loyalty from this cohort, providers must better understand their demands and desires.

Traditional mail surveys used by many CAHPS programs suffer low response rates among millennials. Based on research by NRC Health, on average millennials have only an 11% response rate for mailed surveys—far lower than any other age group.

Traditional mail surveys strike millennials as outdated and inconvenient. Shifting modalities, however, can have a significant impact on millennial response rates. Younger demographics tend to prefer digitally empowered solutions. Switching from mail surveys to interactive voice response (IVR) technology, for instance, boosts millennial response rates to 26% and Generation X response rates to 31%.



Overall, among a cohort of 10 NRC Health provider partners that deployed Real-time with July 2016 patient visits, there was an increase in millennial response rates from 9% to 31%, and among Gen X respondents, an increase from 13% to 38%, when comparing traditional mail to Real-time IVR outreach.

Digital outreach that utilizes multiple modes can drive meaningful change as well. Provider organizations that adopted the use of email and IVR observed significant increases in millennial response.

Example: University Health System of San Antonio, Texas, saw a four fold increase in millennial response rates (5% to 20%) after adopting a combined email and IVR method of Real-time outreach.

Real-time and millennials: Five important takeaways

01

The right time

Real-time captures patient feedback within moments of their experience via email, SMS (text), or phone (IVR).

02

The right modality

Millennials have a lukewarm response to mail-in surveys. Reach them via the modality they prefer, and you'll hear more from them.

03

Engage patients

By meeting millennial consumers where they are—online, and on their phones—you'll show that you're in touch with what they expect from providers.

04

Empower staff with knowledge

Customize dashboards for providers and staff, and share feedback immediately as it comes in.

05

Drive meaningful change

Higher response rates means more reliable data. You'll know what actions to take to improve your service lines.