

# Real-time Benchmarking

While healthcare loyalty is best measured at the individual-level ( $n = 1$ ), it is also valuable to understand customer feedback at the organizational level, and to compare against other like-organizations. To meet this need, NRC Health provides robust and reliable comparative benchmarking information based on organizations collecting real-time feedback from their consumers.

With a growing acknowledgment of the importance of loyalty and real-time feedback from consumers, additional organizations adopt NRC Health's Real-time capabilities every day. Currently, over 200 organizations are collecting real-time feedback with NRC Health, representing 10 million patient ratings, with an average of 6-8 new organizations launching Real-time weekly.

## Real-time Benchmarking specifications:

- Benchmarks include ratings from the previous 12 months, updated on the 1<sup>st</sup> business day of each quarter
- NRC Average is available for all questions
- Similar questions may be mapped to other like-questions for benchmarking
- For percentile-based benchmarks, there must be at least 50 providers or locations using a question
- For percentile-based benchmarks, the 50 providers or locations must have a minimum of 30 responses each

## Percentile Ranks

To calculate a percentile rank, NRC Health begins by sorting scores from lowest to highest and dividing those scores into 100 equal groups. The relative position of a given score on that list determines the percentile rank. A score at the 55<sup>th</sup> percentile, for example, indicates that the score is better than 55 percent of the scores in the list. Groupings of data that do not meet the above specifications (at least 50 providers/locations with at least 30 responses each) will display an NRC Average benchmark score, but percentile ranking will not be displayed.

## Providers vs. Locations

NRC Health offers two approaches to benchmarking in Real-time in order to provide the most applicable comparison data.

### Provider-based percentile ranking –

- **Process:** Patient ratings are grouped by provider, provider-level scores are calculated, sorted, and percentiles are calculated by plotting provider scores on a distribution of 1 to 100.
- **Use case:** The resulting provider-based percentile ranking is most applicable when seeking to compare your providers' scores to other providers' scores in the National database.

### Location-based percentile ranking –

- **Process:** Patient ratings are grouped by location (e.g., clinic or hospital), location-level scores are calculated, sorted, and percentiles are calculated by plotting location scores on a distribution of 1 to 100.

→ **Use case:** The resulting location-based percentile ranking is most applicable when seeking to compare your locations' scores to other locations' scores in the National database.

### Service Line, Location Type, and Specialty Benchmarks

The most relevant benchmark will align with your organizational strategy, not only in question content, but also in the type of care and the setting in which it was received. For this reason NRC Health now provides Service Line (e.g., inpatient, emergency, medical practice), Location Type (CHA or Vizient Academic), and Specialty benchmarks (CMS classification), which means that even if the same question is asked across all consumers, you are able to isolate only those responses most applicable to your organization.

### Accessing Real-time Benchmarks

You are able to access your own scores and organizational targets alongside NRC Health benchmarks in the Benchmark report within the Real-time reporting portal. Service line and location type benchmarks are available in the Location Benchmark Report. Specialty and location-type benchmarks are available in the Provider Benchmark Report. The below example shows Urgent Care service line benchmarks that have been further honed to include only Children's hospitals as designated by CHA.

Benchmark	Location	Trend	Provider	Trend
Urgent Care	Joy Health		All Providers	Last 30 days
NRC Average	Urgent Care		CHA	Multiple Values
	N - size	Care providers listened	Comfortable talking w/ nurses	Overall visit rating
<b>NRC Average</b>		<b>73.9%</b>	<b>78.8%</b>	<b>69.1%</b>
<b>Organizational Target</b>		<b>81.5%</b>	<b>81.5%</b>	<b>81.5%</b>
Joy Health East Urgent Care	475	72.2%	75.9%	66.7%
Joy Health North Urgent Care	475	72.2%	75.9%	66.7%
Valley Urgent Care	424	79.5%	91.7%	71.3%
Northshore Urgent Care	424	79.5%	91.7%	71.3%

**The following benchmarks are currently available\***

*\*Availability varies by question*

Service Line Benchmarks		
All service lines	Home Health	Outpatient Services
Adult Day Care Family	Independent Living (Family)	Pharmacy
Adult Day Care Participant	Independent Living Resident	Prospective Resident
Assisted Living (Family)	Inpatient	Retail Clinics
Assisted Living Resident	Medical Practice	SNF Family
Emergency	Home Health	SNF Resident

Location Type Benchmarks		
All location types	Child Health Corporation of America members (CHCA)	Academic Hospitals (Vizient)

Doctor Specialty
Based on specifications downloaded from CMS, benchmarks are created for each Classification and Specialization based on provider NPI.