



nrc

HEALTH

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“It is health that is real  
wealth and not pieces  
of gold and silver.”

**Mahatma Gandh**

"Wherever the art of  
medicine is loved,  
there is also a love  
of humanity."

Hippocrates

ABOUT

## Stop wondering. Start understanding.

NRC Health helps healthcare organizations understand the people they care for with greater clarity, immediacy, and depth.

01  
**Clarity**

02  
**Immediacy**

03  
**Depth**

We take you beyond 'stakeholders,' 'target audiences,' and 'populations.' We help you know your patients and residents as people.

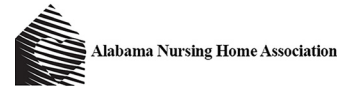


ABOUT

## Senior care expertise

- Surveyed the long term care and senior living industry since 2001
- 8,800 long term care/senior living partners
- The largest long term care benchmark
- 70% of AHCA/NCAL Gold Quality Award recipients have partnered with NRC Health

NRC Health is the proud partner of:



ABOUT

## Stable, experienced partner

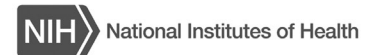
- 11,000 clients
- 100,000+ physician partners
- 30M+ completed surveys annually
- Over 20M+ published reviews online
- The only cross continuum CMS approved CAHPS supplier
- Exclusive to healthcare for more than 37 years (NASDAQ: NRC)



WORK WITH **26** OF THE **TOP 30**

HEALTHCARE SYSTEMS IN THE U.S.

& **75%** OF THE **TOP 200**



SOLUTIONS: ALIGNMENT

## Customer Intelligence Platform

APPLICATIONS ALIGNMENT



### STRATEGIC INTELLIGENCE

Accelerate transformation with healthcare and consumerism expertise.



### MARKET INTELLIGENCE

Guide market development with consumer and competitive insights.



### EXPERIENCE INTELLIGENCE

Design for added value with actionable customer and employee feedback.



### OUTCOMES INTELLIGENCE

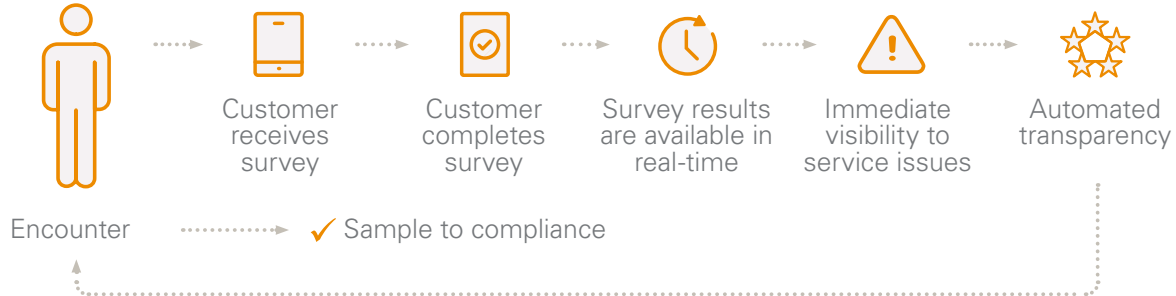
Align provider and customer views of quality for co-produced outcomes.



SOLUTIONS: EMPOWER

Our solutions empower you to understand and act on an experience while it still matters.

Here's how:



→ Reach 100% of customers

→ Engage in service and clinical recovery

→ Decrease costs

→ Increase loyalty

→ Enhance skill-building

→ Gain insight to drive improvement

→ Reduce readmissions

01 CASE STUDY: INCREASE REVENUE

## Took control of online reputation and grew census 4.4%



### GAINED TRUST WITH MORE REVIEWS

The ability to request reviews to dramatically **increased number of ratings by 644%**.



### INCREASED AVERAGE STAR RATING

Converting more customer feedback to star ratings **increased average Google rating from 2.7 to 4.1.**



### TOOK ACTION TO IMPROVE EXPERIENCE

Monitoring feedback enabled rapid improvement—**increased patient satisfaction by 3% points.**

“Ratings are the first thing people see when they look for providers, the place where their eyes naturally go. For example, on Amazon, I’m not going to buy anything under four stars. Similarly, why should I put someone in my family in a low-rated facility?”

—Renee Pruzansky, CEO, AristaCare

02 CASE STUDY: INCREASE REVENUE

## Increased demand for senior care services in less than 24 hours



### IMMEDIATE MARKET RESPONSE

After publishing star ratings, received **10 new customer inquiries within 24 hours.**



### ENGAGED CUSTOMERS WITH RELEVANT CONTENT

Transparent performance content **increased prospect website visits by two minutes.**



### BOLSTERED ONLINE PRESENCE

Improved search engine optimization lead to a **20% increase in website traffic.**

Large senior living facility featuring **450 locations** and **90,000 employees.**

03 CASE STUDY: REDUCE COSTS | INCREASE REVENUE

## Scaled reputation monitoring and increased web traffic



### AUTOMATED CONTINUOUS MONITORING

Reputation Monitoring automatically scanned over **40** third-party websites—**lessening staff burden.**



### ENABLED RAPID RESPONSE TO REVIEWS

Immediate alerts to new negative reviews enabled **fast customer service recovery.**



### BOLSTERED ONLINE PRESENCE

Responding to reviews **increased online traffic by 7.5% and engagement by 9.5%.**

*“The future of our industry is happening online. The lines between social media and traditional word-of-mouth are blurring. Organizations have to push forward to keep up.”*

—**Karl Bieber**, Corporate Public Relations and Communications Coordinator



04 CASE STUDY: INCREASE REVENUE | REDUCE COSTS

## Engaged employees led to increased recommendations



### ACTING ON FEEDBACK IMPROVED ENGAGEMENT

Addressing the root cause of unhappiness **boosted employee satisfaction by 10%**.



### INCREASE IN JOB RECOMMENDATIONS

Improved employee satisfaction resulted in a **12% increase in workplace recommendation.**



### ATTRACTED NEW CUSTOMERS

Improved culture and increased engagement led to an **8% jump in would recommend for care.**

Senior living facility featuring **3 locations** and **600+ employees.**

05 CASE STUDY: INCREASE REVENUE

## Increased occupancy and grew profit by \$416K in 3 months



### AUTOMATED FEEDBACK AFTER PROSPECT TOUR

Contacted **100% of prospects within 24-48 hours** of their tour to capture feedback.



### FAST ACTION INCREASED MOVE-IN RATES

Collecting feedback enabled rapid follow-up, **increasing the move-in rate to 74%**.

Large senior living facility in the Southeast featuring **320 Locations** and **32,000 employees**.

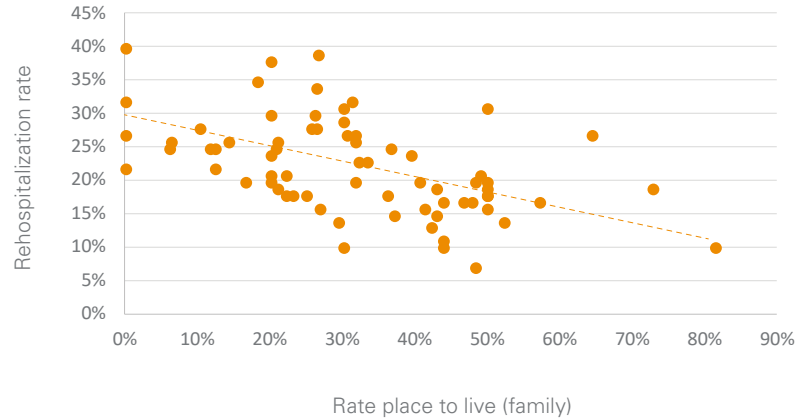
06 RESEARCH STUDY: REDUCE REHOSPITALIZATION

## Family satisfaction an indicator of rehospitalization

### Research findings:

- As family scores increase, rehospitalization decreases
- For every 10-point increase in ratings from family, SNFs saw a 2% reduction in rehospitalizations

Rehospitalization rate by family experience



FIND HUMAN UNDERSTANDING

"In human understanding, NRC Health sees a unique opportunity to build better relationships that produce healthier communities and better outcomes for all. We are committed to helping organizations gather insights to determine what matters most to each resident, patient, family member, provider and to their community."

**Steve Jackson**

President, NRC Health



WHY NRC HEALTH

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

**Clarity**

We help you move from information to insight. Illuminate the critical moments to improve.

**Immediacy**

We capture what people think and feel about your organization at the right time.

**Depth**

A customer's experience isn't one-dimensional. We shine light on the totality of their interaction with you.

"Lack of activity destroys the good condition of every human being, while movement and methodical physical exercise save it and preserve it."

Plato

NRC HEALTH  
TOP FIVE TAKEAWAYS

01

**Proven  
experience**

For more than 37 years, we've helped healthcare organizations illuminate and improve the moments that matter to patients, families, physicians, nurses, and staff.

02

**The whole picture**

Our solutions portfolio gives you multi-dimensional insight into the people you serve.

03

**Scale that matters**

We survey over 310,000 healthcare consumers every year, in more than 300 markets across the country.

04

**We stand for  
people**

Empathy is embedded in our heritage and affiliation with the Picker Institute pioneering work patient-centered care.

05

**How we think**

We are united by purpose to improve the lives of others. We approach each partner's business as our own.

When it comes to what residents, patients, and caregivers want, we can help you stop wondering and start understanding.

**Learn how at [nrchealth.com](https://nrchealth.com)**



← Return to start