

Highlights from NRC Health Symposium

This year's Symposium was an edifying experience for us at NRC Health. While our keynote speakers brought unique and penetrating insights to the forum, the Symposium's real value, as always, came from the attendees. Their presence enriched the discussion; their leadership pointed the way forward for our industry. It was an honor to host them.

This year's gathering generated a particularly dynamic conversation. The Symposium in San Diego featured an unprecedented breadth of expertise. We changed the format for this year's forum, bringing Marketing and Patient Experience leaders together for the first time.

Always interrelated, these facets of the organization will come to depend more and more on each other as healthcare evolves into its consumer-oriented future. Whether you're on a Marketing or a Patient Experience team, we know you have much to contribute to the dialogue. Both dimensions of healthcare thought will be critical for success in addressing the industry's most urgent goal—earning the continued loyalty of patients.

Key Insights

The most important part of any conference is what attendees take back home with them. Here are some memorable moments from this year's speakers that should be food for thought:

JAMES KANE'S TAKE ON WHAT BUILDS TRUST IN OTHERS:

"Trust is about four things: character, competency, consistency, and capacity. You have to be willing, and able, and reliable, and available to help me before I trust you."

MARCUS ENGEL'S DESCRIPTION OF A NURSE WHO CARED FOR HIM AFTER A TERRIBLE ACCIDENT:

"When I was lying there, blind and scared, she held my hand and she said the two most compassionate words one human being can say to another: 'I'm here.'"

RYAN DONOHUE ON HEALTHCARE'S BRANDING PROBLEM:

"If healthcare were a car brand, it would be a Buick. That's a problem, because what does Buick stand for? What's its identity? People respond to your brand's identity, and if you don't have one, it's hard to have a relationship with you."

That's just a small sampling of what was under discussion at the Symposium. We can't wait to see how this year's attendees use what they've learned to transform their work back home.

Since we started hosting the annual Symposium, our goal has always been to help healthcare leaders face the future of healthcare. It was inspiring to see some of the bold plans underway at health systems across the country. We have every confidence that their visions will continue to help these organizations thrive.

And whether you joined us in San Diego or not, we invite you to share what you've achieved the next time we gather together.

In health, in solidarity, and in gratitude, we wish you success in service of your patients.

Thank you from all of us at NRC Health, for everything you do.

We hope to see you next year at our 25th Annual Symposium—to be held August 14-16 in Nashville, Tennessee!



Register here:
nrchealth.com/events/

Congratulations to the 2018 NRC Health Award winners that were recognized at Symposium.



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