

Client Communication Package

REAL-TIME FEEDBACK FOR SENIOR LIVING
ORGANIZATIONS

VERSION 2.4

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Real-time Feedback

Real-time Feedback from NRC Health takes you inside the resident experience faster than ever before. This immediate insight enables you to impact processes, inspire staff behavior change, and implement service recovery at the earliest possible stage—your best opportunity to influence lasting, positive perception.

Real-time connects with residents via email, SMS (text), or phone (IVR). And, Real-time integrates seamlessly with other NRC Health tools—including Transparency and Community Insights—giving you a complete picture that illuminates the totality of the resident's experience.

Real-time Feedback: Top five take-aways

- 01 The right time**
Real-time captures resident feedback within minutes to days of their experience via email, SMS (text), or phone (IVR).
- 02 The right questions**
Real-time captures resident perspective through targeted, short-form questions that can change as your needs do.
- 03 The complete picture**
You'll receive executive and frontline staff reporting, analytics, and trends updated multiple times each day to reflect all newly collected feedback.
- 04 Empower staff with knowledge**
Configure dashboards by user and push feedback to frontline staff for immediate behavior enforcement.
- 05 Take action and improve**
Automated email service alerts and workflows allow you to review and flag as action is taken.

To the Board of Directors,

We have partnered with Real-time Feedback by NRC Health for outreach to residents in the <<care setting>>, starting <<Date>>. Residents will receive either an email with a web-based assessment, a text message with a web-based assessment or phone call using Interactive Voice Response (IVR) within 24 hours of receiving the patient record in near-real time. The outreach takes approximately 2 minutes and allows us to improve the resident experience by collecting feedback and follow through on any remaining service concerns.

Resident feedback is available in service line or location dashboards, provider scorecards and comparison reports; providing an opportunity to rank and compare providers/departments/units across key measures to identify outliers for coaching. This partnership is an example of our continued dedication toward ensuring our residents have an excellent care experience, using best practices established within the healthcare industry.

Sincerely,

<<Name>>

<<Title>>

New Resident Experience Feedback Program at <<Organization Name>>

<<Organization Name>> has partnered with Real-time Feedback by NRC Health starting <<Date>>. Real-time Feedback is a resident experience program that supports your organization to improve the resident experience and help drive service recovery.

How the Process Works

Staff educates residents about the Real-time Feedback program as part of the check in and check out process.

- Staff can provide the resident a 1-page informational letter regarding the outreach.
- The program includes customers and their families.

Residents receive either an email with a web-based assessment, a text message with a web-based assessment or phone call using Interactive Voice Response (IVR) after receiving their care.

- Up to three attempts are made on Day 1, Day 2 and Day 3 after receiving the resident information.
- On the third phone attempt, a message is left with the resident informing them of how to get in touch with the call program and complete the question set if they would like.
- Assessments take approximately 2 minutes and allow us to improve the resident experience through addressing any remaining service concerns after leaving our facility.

Resident feedback is available in service line or location dashboards, provider scorecards and comparison reports; providing an opportunity to rank and compare providers/departments across key measures to identify outliers for coaching.

This partnership is an example of our continued dedication toward ensuring our residents have an excellent care experience, and transition back home safely into our community, using best practices established within the healthcare industry.

Our Results

Real-time Feedback results demonstrate a statistically significant impact to enhancing residents' experience and perception of care. The program enables our rapid resolution of any issues identified where we can coordinate additional needs with you and your staff if needed. Additionally, Real-time Feedback participating clinics/departments/units receive benchmarking, real-time data reporting, and providers also have access to industry best practices through emailed provider scorecards.

We look forward to partnering with you in this program as we continue to raise the bar on the quality of services provided to your patients.

Sincerely,

<<Name>>

President and Chief Executive Officer

I'm excited to announce that <<Organization Name>> has partnered with Real-time Feedback by NRC Health starting <<Date>>.

What is Real-time Feedback?

Real-time Feedback is near real-time outreach administered to residents. Real-time Feedback ensures that 100% of patients are contacted and asked about their experience with our organization. Residents will receive either an email with a web-based assessment or phone call using Interactive Voice Response (IVR). Real-time Feedback outreaches to qualifying residents within 24 hours after receiving the resident record.

Why Partner with Real-time Feedback?

Real-time Feedback program results demonstrate a statistically significant impact to enhancing residents' experience and perception of care. The program enables our rapid resolution of any issues identified where we can coordinate additional needs with you and your staff if needed. Additionally, Real-time Feedback participating organizations receive benchmarking, real-time data reporting, and identification of industry best practices.

Who Makes the Patient Outreach?

Residents receive either an email with a web-based assessment, a text message with a web-based assessment or phone call using Interactive Voice Response (IVR) after receiving their care.

- Up to three attempts are made on Day 1, Day 2 and Day 3 after receiving the resident information.
- On the third phone attempt, a message is left with the resident informing them of how to get in touch with the call program and complete the question set if they would like.

How is the Information from the Real-time Feedback Program Used?

Resident feedback is available in service line or location dashboards, provider scorecards and comparison reports; providing an opportunity to review feedback on key measures, identify outliers and discover opportunities for improving the resident experience. This partnership is an example of our continued dedication toward ensuring our resident have an excellent care experience, and transition back home safely into our community, using best practices established within the healthcare industry.

We are excited to be partnering with Real-time Feedback by NRC Health to continuously improve the resident experience, providing real-time reporting and recognition to our staff.

Please let me know if you have any questions regarding the Real-time Feedback solution.

Sincerely,

<<Name>>

<<Title>>

IMPORTANT: Follow-up Phone Call or Email Once You Arrive Home

Sometimes resident have questions after receiving care, and that's why we contact you after you leave. We want to make sure your experience with us met your expectations.

About the Call or Email

Within the next 3 days, you will receive an email or a telephone call that we ask you answer.

The call is only about 2 minutes and is an outreach from our hospital to ensure you are satisfied with the care you received while in the clinic.

The email will take, on average, less than 2 minutes to complete and is compatible with mobile and hand-held devices.

Share your experience

Please let us know if you have new questions or concerns once home. We want to know how you are doing after you leave <<Organization Name>>. Addressing any needs or questions once you arrive home is important to us as a part of your partnering with us for your care.

Sincerely,

<<Name>>

<<Title>>