

Navigating the Customer Journey

Gain a complete understanding of your customers—not as an episode, but as an ongoing relationship.

ATTRACT AND ACQUIRE CUSTOMERS



Market Insights: Helps you understand the people you serve, and boost marketing effectiveness.

Star Ratings and Reviews: Calculates star ratings from your existing patient, resident, and family survey data, and publishes those ratings to your website.

Reputation Monitoring: Monitors and enhances your reputation by publishing star ratings.

ENHANCE SERVICE CULTURE



Workforce Engagement: Gives you an enterprise-wide view of your workforce engagement and customer-centric culture.

Patient Panels: Recruits panel members from recent patients by inviting them after they've provided real-time feedback.

Skill-building and Coaching: Builds the requisite skills to optimize the patient experience, develop leaders, and create high-performing clinician teams.

IMPROVE QUALITY AND OUTCOMES



Real-time Feedback: Connects with 100% of your patients or residents immediately after their care experience, via email, SMS (text), or phone (IVR).

CAHPS Fulfillment: Not only will you meet CMS requirements on specific CAHPS programs, but you will also be equipped with the knowledge you need to improve your customer experience—faster.

Service Recovery: Captures personal experiences in real time to impact processes, inspire staff behavioral change, and implement service recovery.

GROW LOYALTY AND RETENTION



Care Transitions: Contacts 100% of your patients within the critical initial 24–72 hours post-discharge. Using preference-based communications and real-time alerting, you can identify and manage high-risk situations and support safe transitions.

Real-time Feedback: Collects immediate feedback from patients and residents to influence loyalty.

Community Insights and Panels: Attracts participants who are eager to give feedback, which gives you a dedicated group of advisors to lend invaluable insight to your operations.

GUIDE STRATEGY AND GOVERNANCE



The Governance Institute: Provides education and networking opportunities for hospital and health-system boards.

NRC Health Loyalty Index: Delivers a 360-degree view of healthcare consumer loyalty—a single, trackable metric to identify emerging trends in consumer behavior, and benchmark that data against peers.

Community Panels: Deep-dives into how an organization connects with customers, via an opted-in patient panel.

Position your organization to succeed at every stage of the customer journey.

NRC Health delivers the right insight, at the right time, to exceed the expectations of today's consumer.

Are you...

- Improving your organization's transparency and monitoring your SEO and physician ratings and reviews?
- Using Real-time feedback to capture the details of the patient experience?
- Utilizing the insights into your brand and community, granted by Market Insights? *(Did you know you can do custom research on your market if you are considering a new initiative, merger, expansion, etc.?)*
- Aware of your Loyalty Index score as it stands today? Do you know what you can do to improve it?
- Employing the Care Transitions solution so that 100% of your patients receive post-discharge calls? Are you notified of all patient alerts, and do you have the ability to contact those patients immediately?
- Considering your staff and employees? Do you know what makes them happy and satisfied in their work?
- Educating your board on the responsibilities of a hospital and what they need to know to make good decisions?

We are here for you.

Stop wondering. Start understanding.



Questions? Contact info@nrchealth.com or your customer success manager.

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