

CASE STUDY

Real-time and Star Ratings enabled strategic victories for Midwestern organization

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OrthoNebraska

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EXECUTIVE SUMMARY

An Omaha orthopaedic specialty organization uses NRC Health’s integrated patient-feedback solutions to drive up response rates, increase web traffic, provide real-time service recovery, and connect with new patients.

Opportunity

OrthoNebraska already had a powerful brand presence in its community. As the area’s largest, most comprehensive musculoskeletal provider, the Omaha-based specialty organization had long established itself as a premier provider of orthopaedic care.

However, the organization’s leaders knew that they could not afford to be complacent. To stay competitive in their market, they needed to ensure that OrthoNebraska continued to deliver an unmatched patient experience and that the organization’s online reputation reflected its high standard of care.

In the clinic, it was determined that the best way to achieve these goals was to obtain feedback from patients. To this end, they developed a 24-question survey to send to patients following their episodes of care. The hope was that, in their responses to these questions, patients would reveal opportunities for service improvement and supply positive ratings to feature on OrthoNebraska’s website.

The results did not meet leadership’s goals, as a number of unexpected obstacles arose.

For one, the burden of processing the lengthy survey responses fell entirely on one person: OrthoNebraska’s Patient Experience Coordinator, Jodi Gabriel, MSN, RN. It was labor-intensive work that didn’t leave much time for in-depth analysis.

The survey only went out to a small sample size: new patients or existing patients who hadn’t been to OrthoNebraska Clinic in three years. Additionally, the length of the survey led to low volumes of responses: in a year of operation, only 3,200 responses came back. This left OrthoNebraska’s providers unpersuaded by the data, and did not furnish enough ratings to credibly feature on the OrthoNebraska website.

Finally, the surveys permitted anonymous replies. Patients were given the option to leave their names, but many did not. As a result, when stridently negative replies came back, OrthoNebraska had no means to provide service recovery. Negative reviews were instead permanently lost opportunities.



ORTHONEBRASKA
Omaha, Nebraska

- 30 clinical physicians
- 30 mid-level providers (APRN/PA)
- 600+ employees in the hospital and clinic combined
- 8 locations in three different states (Nebraska, Iowa & Missouri)
- 102,000+ orthopaedic clinic visits annually
- 24 inpatient beds
- Services include: orthopaedic clinic, rheumatology, emergency medicine, orthopaedic urgent care, physical therapy, imaging, inpatient and outpatient surgery

Recognizing the limitations of their internal approach, OrthoNebraska wanted to find something better. They desired a feedback solution that gathered high volumes of credible data, empowered service recovery, and could help the organization strengthen its brand.

They found these solutions with NRC Health.

Solution

First, to improve their understanding of the patient experience, OrthoNebraska turned to NRC Health's **Real-time Feedback solution**.

Real-time is a patient-survey solution that contacts **100% of patients within 48 hours of their care episodes** through email, text messaging, or interactive voice recording technology. Its rapid timeframe and modern modalities match how consumers prefer to offer feedback, and give healthcare leaders immediate insight into their customers' preferences.

Even more importantly, Real-time also automatically alerts experience teams when patients report dissatisfaction. This gives staff a crucial window of opportunity to reach out and provide immediate service recovery.

OrthoNebraska also wanted to ensure the results were reported back to the community, as the organization makes providing an unmatched patient experience a priority. For this, they used NRC Health's **Transparency solution**.

Transparency captures patient feedback and **publishes it directly onto provider websites** in the form of star ratings and reviews. Filtered for libel, fraud, and abuse, these verified ratings offer compelling proof of a provider's quality and patient satisfaction scores.

This appeals to today's savvy healthcare consumers, who have grown accustomed to using online reviews to navigate most of their purchasing decisions. Transparency's five-star reviews are an excellent way to earn their trust—and drive up web traffic.

Results

OrthoNebraska deployed both of these solutions, integrated into one comprehensive platform. It wasn't long before the organization saw some remarkable results.

REAL-TIME

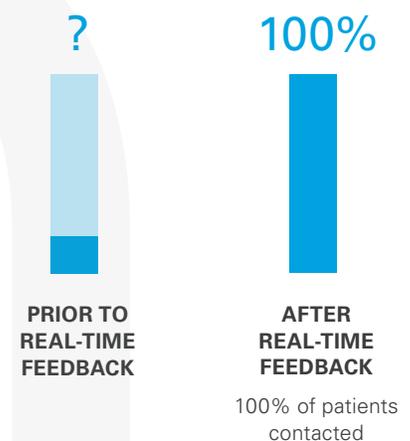
PATIENT RESPONSES SURGE

Compared with OrthoNebraska's internally developed surveys, Real-time multiplied patient responses. In just one year, **responses jumped from 3,200 to 20,000. That's a 525% increase.**

"It's so important to have a seamless way to tell the patient's story. NRC Health gave us that."

—**Jodi Gabriel**, MSN, RN, Patient Experience Coordinator, OrthoNebraska

Real-time patient-survey solution contact rate



OrthoNebraska experienced a rapid increase in patient responses



LEARN MORE

For more on transparency solutions from NRC Health, call 800.388.4264 or visit nrchealth.com/demo.

The organization's overall response rate holds steady at an impressive **45.6%**. (Compare that to the industry standard for CAHPS surveys, which rarely breaks above 25%.)

With such large volumes, OrthoNebraska found Real-time's feedback much more credible. This helped to engage providers, staff and leadership in seeking solutions for recurring service concerns.

SERVICE RECOVERY SPEEDS UP

For OrthoNebraska's one-person Patient Experience team, Real-time's service-recovery capabilities were even more important.

Previously, Jodi Gabriel, MSN, RN, was spending much of her time manually fielding survey responses. When she found a negative response, it was rare for her to be able to contact the patient. With Real-time's service alerts and patient feedback, she was **able to contact over 140 of OrthoNebraska's patients** who'd left some kind of negative review or questions regarding plan of care. She could take the time to really listen to them, field their concerns, and assure them that any missteps would be corrected.

Through these efforts, she was able to prevent dozens of patients from switching providers. And three patients who had previously left negative online reviews felt compelled to go back and revise them after successful service-recovery outreach.

TRANSPARENCY

WEB TRAFFIC—AND APPOINTMENTS—SPIKE

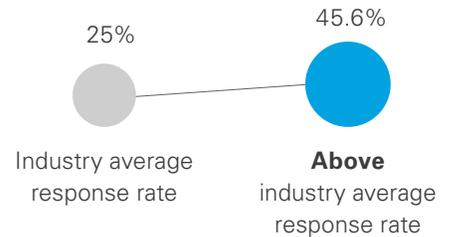
OrthoNebraska's web team saw an immediate difference after they deployed Transparency. Hosting five-star reviews on their website drew in a slew of new organic traffic. In just six months, **unique monthly visitors increased by 21% and online appointment requests increased by 49%**.

MENTORING BECOMES MORE MEANINGFUL

Finally, OrthoNebraska observed the powerful influence that Transparency exerted on its staff. Once providers saw their star-reviews online, they were determined to improve them.

With performance so clearly visible, underperforming providers sought out their high-performing peers and the Patient Experience Coordinator for mentorship and advice. As a result of such continuous coaching, **every OrthoNebraska provider now enjoys a verified rating of 4.5 stars or higher.**

OrthoNebraska's impressive CAHPS survey response rate



"This tool has really given our patients a greater voice, and has made them a partner in our efforts towards continuous improvement. It has taken a lot of the guesswork out of deciding where to focus our time and resources. Furthermore, it gives us the chance to connect with a patient should we uncover a miscommunication or opportunity for improvement."

—**Dr. Nicholas Bruggeman**, Orthopaedic Surgeon

"Prior to rolling out NRC Health's integrated platform, we would see an average of four unverified reviews on Yelp, with an average one-star rating. Now, on average, providers are seeing 600 verified patient reviews online, with an average rating of 4.5 stars or better."

—**Bill Citro**, MBA, Interactive Media Specialist, OrthoNebraska

FORWARD

NRC Health's integrated platform, combining Real-time Feedback and Transparency, has helped OrthoNebraska embrace the mandate of consumerism in healthcare. With the support of the organization's providers and leadership, the solution's rich data has become a fundamental part of OrthoNebraska's work. They will continue to use it to elevate the voice of their patients, and drive their clinical care and unmatched patient experience toward a higher standard of human understanding.