

# NRC Health Consumer Loyalty Award

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Consumer Loyalty Facts



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## NRC Health

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NRC Health has brought data-driven visibility to patient-centered care for more than 30 years. Today, its focus on empowering customer-centric healthcare across the continuum extends patient-centered care to include families, communities, employees, and other stakeholders. This integration of metrics and analytics uncovers insights for effective performance improvement, quality measurement, and more.

## NRC Health Market Insights survey methodology

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Market Insights, the largest online healthcare consumer-perception survey in the U.S., measures the opinions, behaviors, and profiles of 310,000 consumers annually. The standard error range for a sample of over 300,000 households is +/- 0.2 percent at the 95 percent confidence level. The survey sample plan is designed to be nationally representative of the 48 contiguous United States. Responses are gathered via an Internet-based questionnaire that respondents receive through email invitations.

### SURVEY DESIGN

Our carefully designed sampling plan ensures that the information we collect is reflective of the demographic distribution of the United States in terms of population density and age. After data are collected according to our sampling plan, we employ a systematic weighting procedure that assigns the appropriate weight to each respondent. What this means is that each respondent's answers will "count" for more or less than one "vote," depending on the demographic distribution of the sample as it relates to the demographic distribution of the population. Specifically, our weighting procedure accounts for age, income, population, presence of children in the household, marital status, and ethnicity.

## What is the NRC Health Loyalty Index?

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The NRC Health Loyalty Index is a single score calculated from consumer data collected on each of the seven aspects of loyalty that NRC Health has identified as providing a holistic, comprehensive view of healthcare-consumer loyalty. These seven aspects are access, brand score, engagement, need, motivation, experience, and Net Promoter Score (NPS). With these metrics, healthcare organizations can compare their performance to that of their peers, and observe trends and make adjustments over time in an effort to increase consumer loyalty.

### HOW IS THE NRC HEALTH LOYALTY INDEX CALCULATED?

Each aspect of the index is first converted to a numerical score out of 100. The NRC Health Loyalty Index as a whole is then calculated as the average of the seven aspects' scores.

## HOW IS EACH OF THE SEVEN ASPECTS OF THE NRC HEALTH LOYALTY INDEX DEFINED?

**Brand Score:** Once consumers are aware of you, what do they think of your image and reputation?

*Question text: How would you rate the overall image/reputation of [Brand]?*

**Engagement:** Are consumers attending your community events, following your brand's social-media pages, and visiting your website (visiting digitally) or visiting friends/family members at your facilities (visiting physically)?

*Question text: In which ways have you interacted with [Brand]?*

**Need:** According to supply and demand, the more need there is for the healthcare you provide, the more loyalty you will have among those who need it. Are you providing for your consumers' needs?

*Question text: To what extent do you agree or disagree with the following statement: [Brand] offers services that meet my health and wellness needs.*

**Access (CES):** Can consumers easily navigate into and within your system?

*Question text: To what extent do you agree or disagree with the following statement: [Brand] makes it easy for me to access their services.*

**Motivation:** Are your consumers motivated to use your brand over your competitors'?

*Question text: Which of the following best describes how strongly you feel about using [Brand]?*

**Experience:** Do you delight your customers in their experience of your brand, by exceeding their expectations?

*Question text: Please rate the most recent experience you had with [Brand]?*

**NPS:** Are your customers willing to bet their reputation on you?

*Question text: How likely would you be to recommend [Brand] to a friend or family member?*

### **NRC Health Consumer Loyalty Award methodology**

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In order to qualify for the Loyalty Index Award, a hospital must receive at least 150 Top of Mind mentions on the Market Insights survey from June 2017 through May 2018. The top 100 scores nationally are awarded.

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

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