nrc

HEALTH

Our work with

Community Health Network

NRC Health's Customer Intelligence Platform

THE FIRST DATA AND TECHNOLOGY PLATFORM TO PERSONALIZE HEALTHCARE AT SCALE.

Rooted in human understanding, NRC Health's Customer Intelligence Platform is the only enterprise solution that gives providers the insight they need for consumer-driven transformation.

STRATEGIC INTELLIGENCE

MARKET INTELLIGENCE

OUTCOMES INTELLIGENCE

EXPERIENCE INTELLIGENCE

Community Health Network

→   Headquartered in Indianapolis, IN, and serving central Indiana
→   4,000,000+ patient encounters per year
→   200+ sites of care
→   3,500+ providers

"NRC Health's integrated platform has been a key component in helping us move from being customer-aware to being customer-led."

—**Tom Malasto,** SVP and Chief Patient Experience Officer, Community Health Network

Strategic Intelligence

THE NRC HEALTH CUSTOMER INTELLIGENCE PLATFORM ENABLES STRATEGIC ALIGNMENT.

The long-term strategic plan of Community Health Network focuses on improving the experience for consumers, patients, and caregivers. Their vision, referred to as Experience 2020, creates a framework that allows the organization to go from being customer-aware to being customer-led.

With the help of NRC Health's strategic solutions such as The Governance Institute, Community Health Network aims to enhance services and processes to meet the needs and exceed the expectations of their customers.

"Community Health Network is on a journey to become a customer-obsessed company, and NRC Health's Voice of the Customer Platform is a key tool we're using to do that. We need to be intimately familiar with our customers, and NRC Health's solutions are critical for getting us there."

—**Ron Thieme, PhD,** EVP and Chief Experience Officer, Community Health Network

"All our NRC Health tools are really an important piece of how we're measuring the results back to our strategic plan."

—**Jean Putnam, DNP, MS, RN, CPHQ,** EVP and Chief Nursing Officer, Community Health Network

Market Intelligence

NRC HEALTH MARKET INSIGHTS ENABLES AD TESTING TO SOLIDIFY BRAND MESSAGING AND ATTRACT CUSTOMERS.

Market Insights allows Community Health Network to access the largest consumer database and on-demand tools to better understand the people they serve and boost Community Health Network's confidence in their marketing efforts.

Community Health Network is able to quickly and effectively identify messaging to attract the customers they desire. Before viewing the commercial about mammography services, 49% of consumers said they'd consider going to Community Health Network; after viewing the commercial, 60% of consumers said they'd consider going to Community Health Network—a 22% increase. After viewing the commercial, likelihood to recommend Community Health Network for mammography services also increased, from 27% to 40%.

"Market Insights has given us a heightened sense of confidence in the work we do— in all the marketing plans we're producing, the expansions we're pursuing, and the results we share with the executive team."

—**Deb Kenemer,** Executive Director of Digital Marketing, Community Health Network

48%↑

increase in likelihood to recommend for mammography services

Outcomes Intelligence

AUTOMATED DISCHARGE CALLS ENSURE CARE AFTER EACH ENCOUNTER.

In 2018, Community Health Network used Care Transitions to contact 122,731 patients. Among them, Care Transitions identified more than 19,000 patients who benefited from additional support. In the process, the team resolved 95% of these alerts, garnering 12,054 compliments for inpatient and emergency caregivers.

122,731

patients were contacted to identify who would benefit from additional support.

12,054

compliments were received for inpatient and emergency staff.

"NRC Health's Voice of the Customer Platform has really become an integral part of how we view receiving feedback— and not just receiving feedback, but also designing our own services and processes to meet the needs of our patients."

—**Ron Thieme, PhD,** EVP and Chief Experience Officer, Community Health Network

"Post-discharge calls, in my opinion, have been instrumental in helping us understand the changing culture of healthcare. With Care Transitions calls, we can help our staff improve their competencies by showing them where they might have missed opportunities for meaningful connections with patients."

—**Jean Putnam, DNP, MS, RN, CPHQ,** EVP and Chief Nursing Officer, Community Health Network

Experience Intelligence

TRANSPARENCY

NRC HEALTH'S TRANSPARENCY SOLUTION USES EXISTING FEEDBACK PROCESSES TO PUBLISH STAR RATINGS AND REVIEWS ONLINE.

The Transparency solution effortlessly captures, screens, and verifies 100% of patient comments, filtering out any libelous, fraudulent, or HIPAA-violating content. Once screened, the ratings appear on the organization's website in the form of star reviews.

Verified patient reviews provide transparency and accountability. Since Transparency's inception, 77,141 verified patient reviews have been posted on Community Health Network's website. For each provider, the patient ratings and reviews outnumber those found on third-party websites by 10 to 1, and on average the star ratings are a full point higher.

"Our consumers desire transparency, and the star ratings and reviews have allowed us to give them just that."

—**Tom Malasto,** SVP and Chief Patient Experience Officer, Community Health Network

77,141

verified patient reviews have been posted on Community Health Network's website using NRC Health's Transparency solution.

Experience Intelligence

REAL-TIME FEEDBACK

REAL-TIME FEEDBACK PROVIDES DEEPER INSIGHTS TO DRIVE IMPROVED EXPERIENCES.

Importantly for clinical leaders, Real-time Feedback solicits open-ended comments from patients, giving caregivers qualitative data to help them improve their ability to personalize the care experiences they offer. These comments assist in helping caregivers further develop their interpersonal skills.

After implementing Real-time Feedback, caregiver communication dramatically improved

85.1%
85.0%

82.2%

80.4%

● Communication with nurses

● Communication with doctors

2017   2018
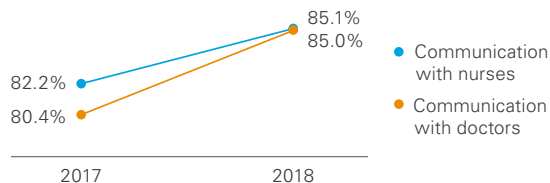
"The data we get from NRC Health makes a huge difference to our caregivers. It really focuses them on what we're doing well, and what we can improve."

—**Wayne Pack,** SVP and Chief Human Resources Officer, Community Health Network

"NRC Health allows us to benchmark with other systems across the nation, so we can make sure we are achieving a standard of care we can be proud of."

—**Robin Ledyard, MD, MPH,** SVP and Chief Medical Officer, Community Health Network

When it comes to what residents, patients, and caregivers want, we can help you stop wondering and start understanding.

Learn how at nrchealth.com

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