

Exploring the future of relationship-centered care

Steve Jackson
President, NRC Health



A JOURNEY TO UNDERSTANDING

220

associates in 1994

489

associates today

500+

partners from across
the US and Canada

Sold out

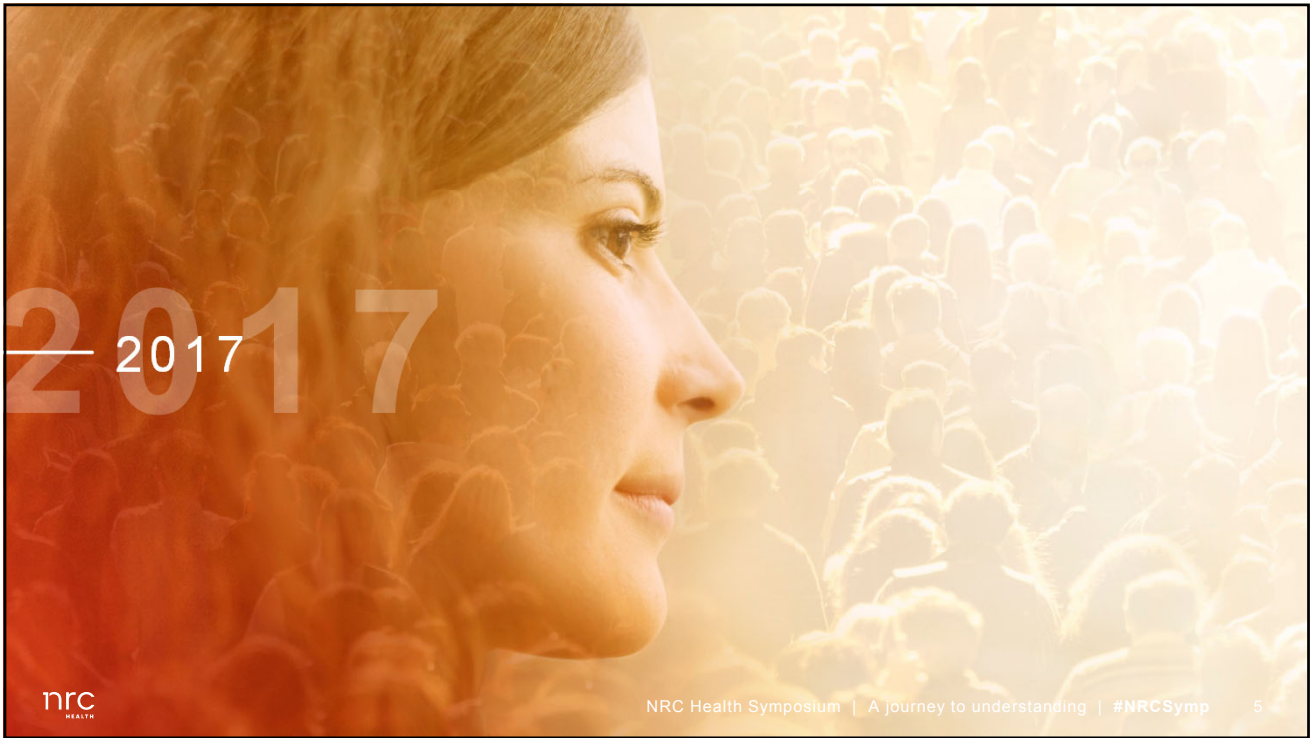
for the first time!



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25th Annual NRC Health Symposium – Omni Nashville Hotel
Nashville, Tennessee
August 14–16, 2019



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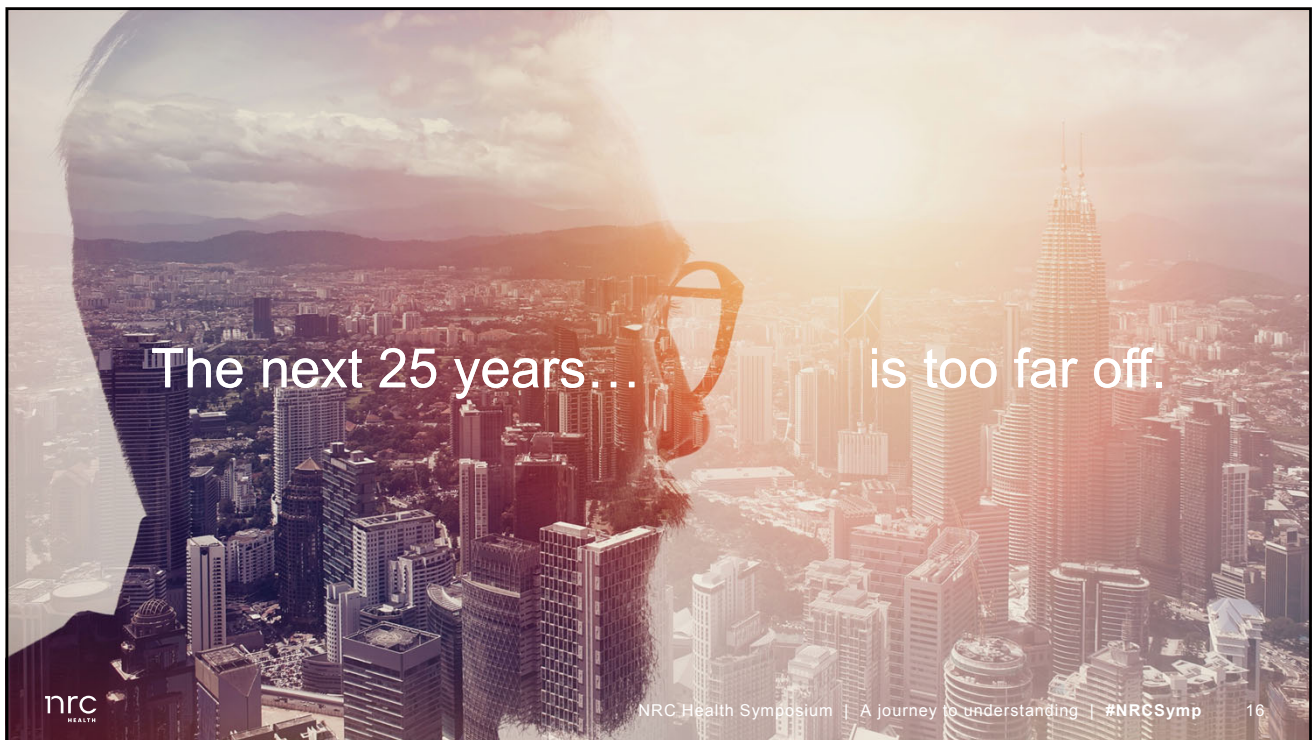
Indiana University Health



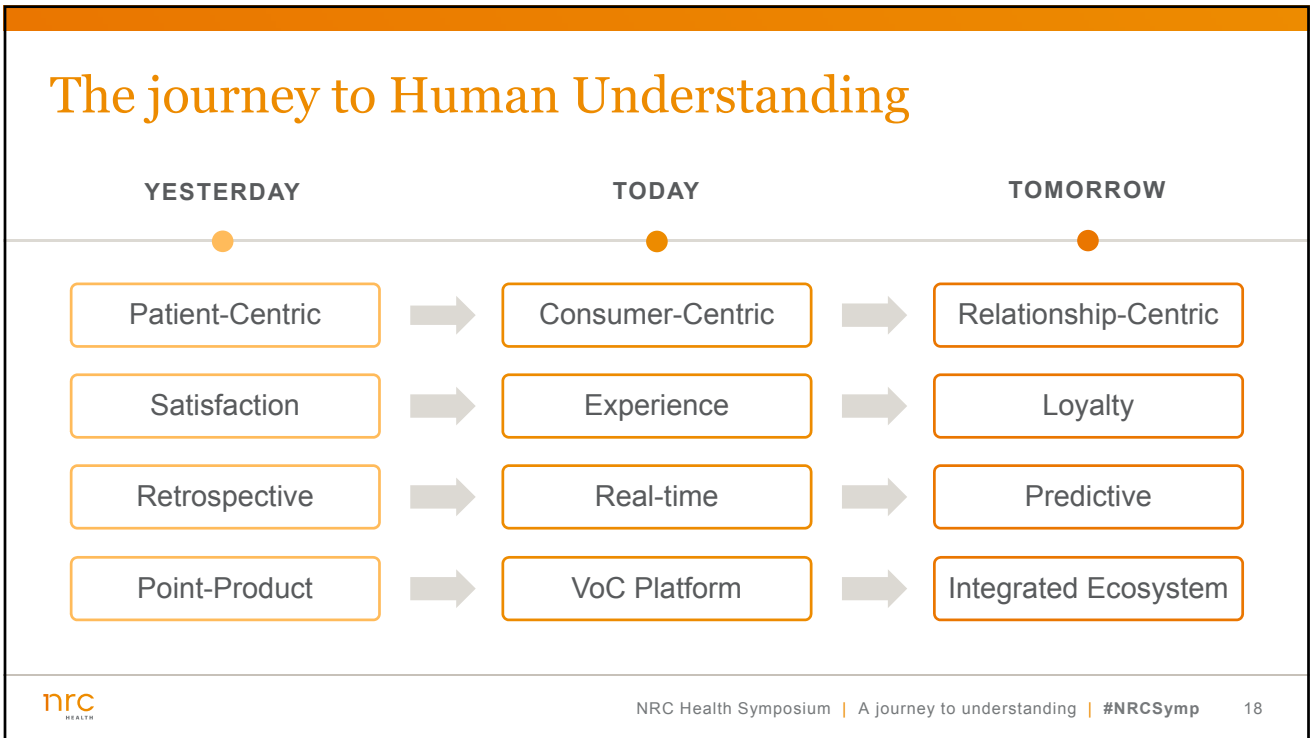




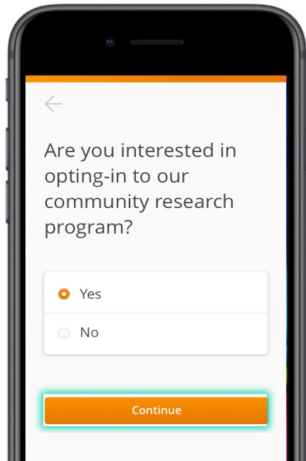
VSL *Vetter Senior Living*



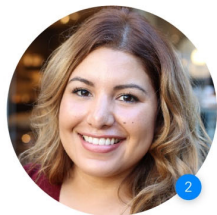
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Closer to your customer



- Recruitment** 40% opt-in rate, 8000+ members
- Savings** Realize savings of \$20,000 per study
- Geography** Members spanning 9 states
- Activation** Averaging 875 completes per study
- Insight** Research topics include referral process, telehealth, & communication preferences



Emma Thompson

DEMOGRAPHICS	Age	32
	Sex	Female	
	Family	Married, 2 Children	
	Latest Visit	07/20/18	

12 56 responses Ratings

Real-time Feedback >

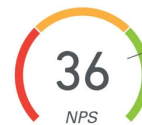
- NEEDS**
- Early morning appointments
 - Email follow-up instructions

- GOALS**
- Postpartum weight loss
 - Reduce stress
 - Hike Machu Picchu

- PAIN POINTS**
- Left knee strain
 - Family history of breast cancer

- MOTIVATIONS**
- Price
 - Comfort
 - Convenience

RELATIONSHIP HEALTH



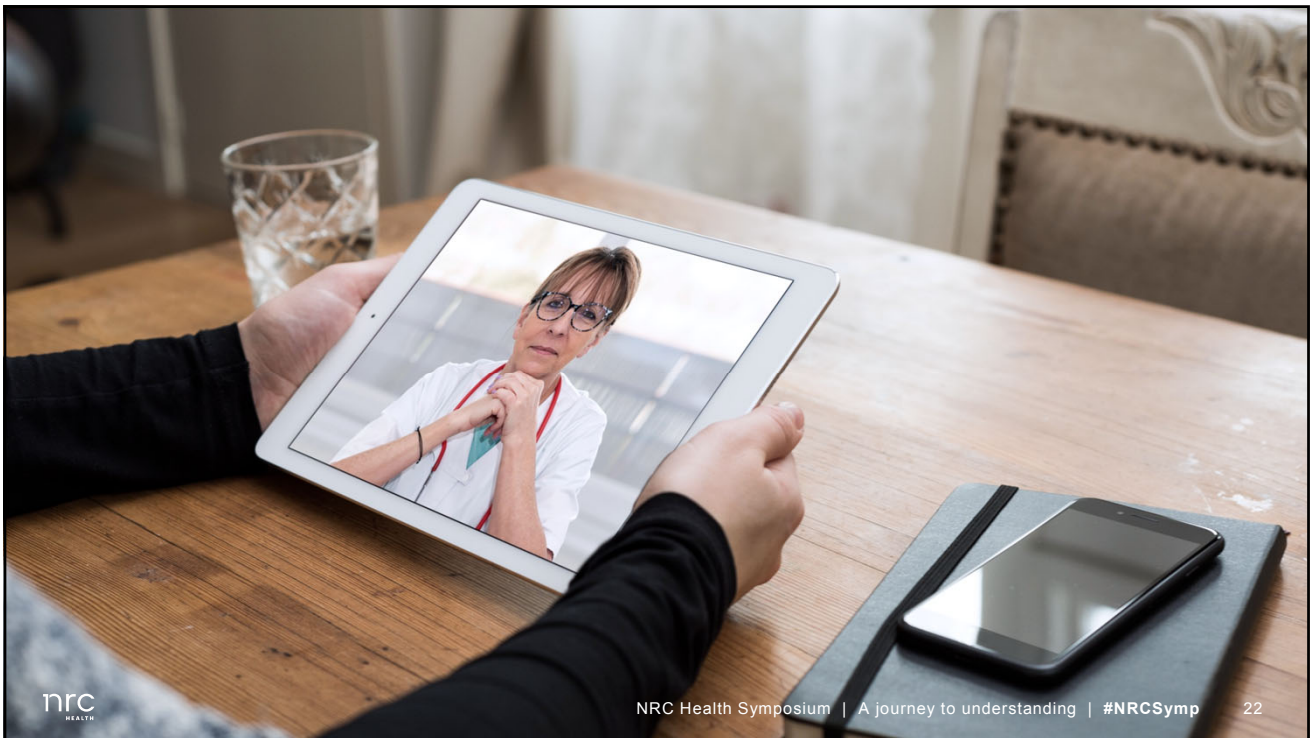
Last time I saw Dr. Smith, I really appreciated her nonjudgmental and balanced approach to weight management for overall health. [...]

4 comments



PERSONA BEHAVIORS

56% Brand engagement	78% Mobile utilization
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What if we didn't have
to ask for feedback?

65%

of patients never
offer their insight.

