

Meeting your needs today and innovating for tomorrow

a closer look at the NRC Health platform

Sanjay Motwani

Vice President of Product
NRC Health



NRC Health Symposium | A journey to understanding | #NRCSymp 1

Our purpose is
human understanding.



PAGE 1
25th Annual NRC Health Symposium – Omni Nashville Hotel
Nashville, Tennessee
August 14–16, 2019

NRC Health's Customer Intelligence Platform



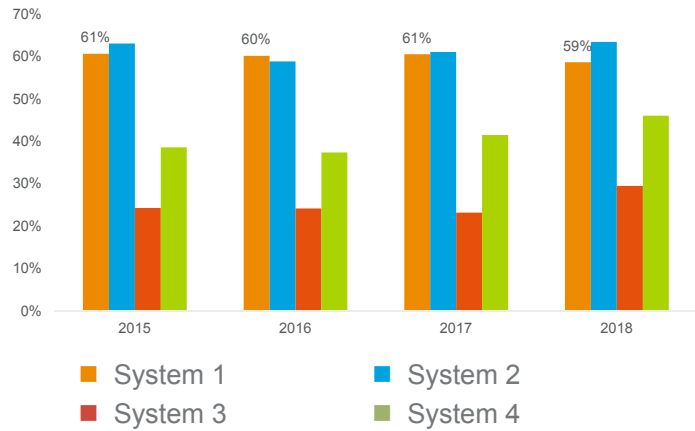
Build Better Brands



Differentiate your brand

250+
major markets covered
300K+
voices nationwide

Brand Awareness



Seamless engagement

25+ innovation partners

NRC Health Real-time Survey

How likely is it that you would recommend Alice Smith, M.D. to a family member or friend?

1 2 3 4 5 6 7 8 9 10

0 Not at all likely 10 Extremely likely

Tell us why...

Dr. Smith is the best. She worked with me to lower my cholesterol without medication. I did it! I'm healthy and happy.

SUBMIT

Dr. Alice Smith
Primary Care Physician
★★★★★ 5.0 / 5 (64 Reviews)

JoyHealth East
1000 West Avenue Suite 300 | Austin, TX 78702
512-100-1001

★★★★★
See 06.2018
Dr. Smith did an excellent job with my child. The office staff was very professional, and we really appreciated the speed with which her visit was scheduled, and the great service we received at the hospital. Overall very positive experience.
Posted By: John S.

Thank you for providing feedback.
Would you be willing to join our online patient community?

Yes
 No

Google
vitals
healthgrades.

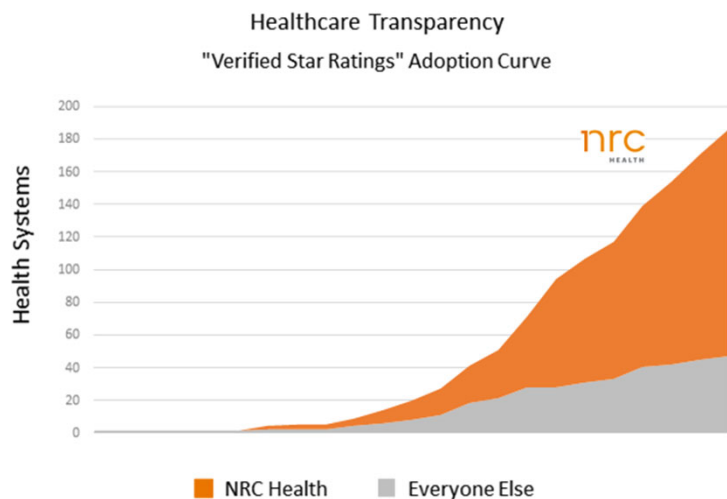
Attract and Acquire More Consumers

- Better Brands
- More Consumers**
- Loyalty Gains
- Prevent Leakage
- Improve Engagement
- Drive Initiatives
- Fulfill Compliance



Grow market share

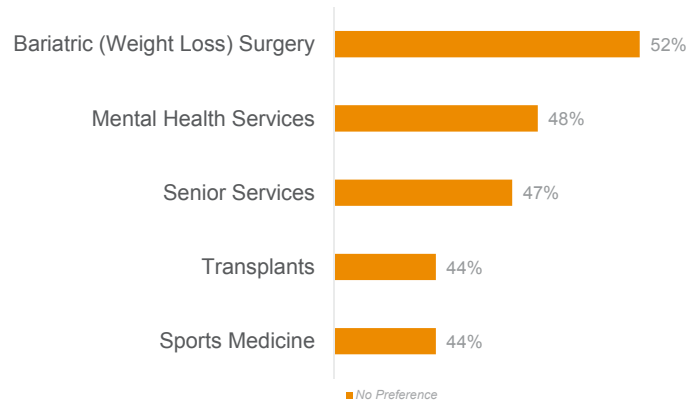
27M+ ratings published
4.7 average provider rating



Capture consumer preference

15+ service lines tracked
Identify areas of opportunity

Top 5 Opportunities for Preference Capture



Methodology: 291,934 National healthcare consumers responding during the July 2018 – June 2019 time period resulting in error range of 0.2% at 95% confidence interval

Achieve Major Gains in Loyalty

Better Brands

More Consumers

Loyalty Gains

Prevent Leakage

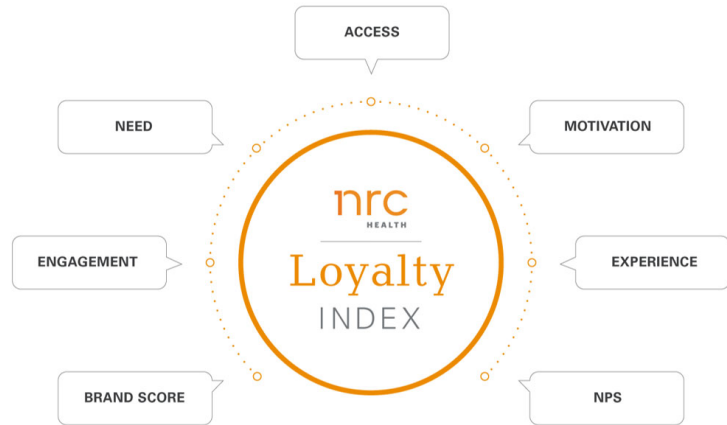
Improve Engagement

Drive Initiatives

Fulfill Compliance

360° view of loyalty

400+ marketing initiatives



Deeper relationships

93% feedback within 48 hrs.
17M experiences



Predict promoters

Future roadmap

Promoter Forecasting

PROMOTER LIKELIHOOD ALL

[API Integration](#) [Export](#)

PATIENT NAME	LOCATION	TOP EXPERIENCE DRIVER	TOP EXPERIENCE DETRACTOR	PROMOTER LIKELIHOOD	ROUNDING STATUS
Lucas Nima	JoyHealth East	Nurse Courtesy & Respect	Doctor Aware of Medical Info	LOW	Open
Mosdon Clarke	JoyHealth West	Family Talked to Staff	Communication Between Staff	LOW	Complete
Mcleusin Mary	JoyHealth East	Had Enough Input in Care	Doctor Communication	HIGH	Open
Leddes Sergio	JoyHealth South	Doctor Overall Rating	Seem in Timely Manner	LOW	Complete
He Albert	JoyHealth East	Nurse Courtesy and Respect	Rating of Provider	MEDIUM	Open
Heides Shazad	JoyHealth West	Family Talked to Staff	Doctor Communication	LOW	Complete
Menly Julie	JoyHealth West	Care Providers Explained Things Well	Doctor Aware of Medical Info	LOW	Complete
Julieno Michael	JoyHealth South	Doctor Overall Rating	Doctor Communication	LOW	Open
Lee Debra	JoyHealth South	Had Enough Input in Care	Communication Between Staff	MEDIUM	Open
Leffesdy Erin	JoyHealth East	Family Talked to Staff	Rating of Provider	HIGH	Complete

10 981 Results Page 1 of 10



Prevent Leakage (Outmigration)

Better Brands

More Consumers

Loyalty Gains

Prevent Leakage

Improve Engagement

Drive Initiatives

Fulfill Compliance



Proactive actions

200K+ service recoveries

Feedback

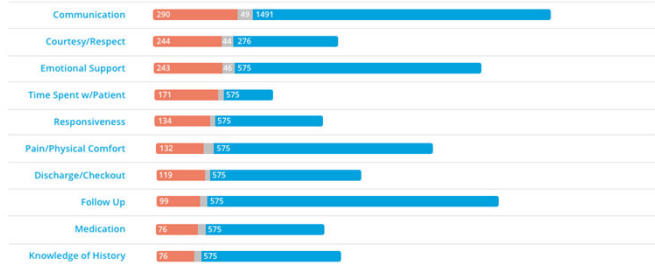
Open Alerts **18**
View Alerts

Closed Alerts **69**
View Alerts



Performance

Filter By Provider



Improved sentiment accuracy

6 organizations in beta
~20% accuracy improvement

Non-contextual clues

- ✓ Age
- ✓ Comment Length
- ✓ Quantitative Response

"I'm usually somewhat critical of healthcare facilities. This one was excellent. I couldn't have asked for a better experience. Although I wasn't a happy camper to be at the ED in the first place, I really can't say enough nice things about each and every member of the ED staff including intake, X-ray, PT, Nursing and the ED doc."

Sentiment categories revised

Future roadmap

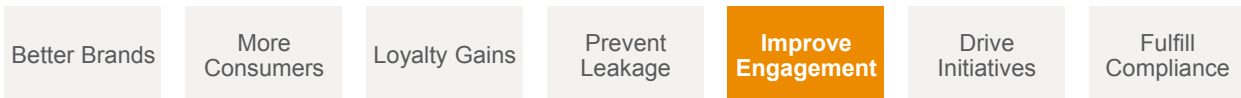
Simple



Actionable

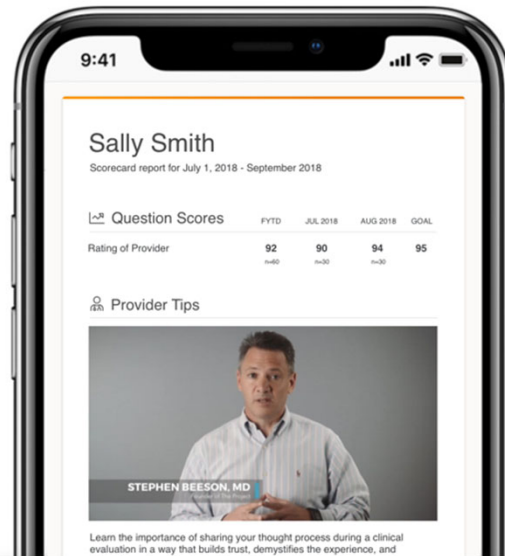


Improve Clinician and Patient Engagement



Strengthen relationships

30,000+ scorecards/month



Discharge to follow-up

88% active alert resolution

New Call

No Answer Left Message Hung Up Talked to Patient Talked to Caregiver

I followed up with the patient to help her schedule follow-up appointment with Dr. Jane Gilmour. I was also able to confirm that medication should be taken with food.

Save and Log Call Cancel

0 Comment ALERT: CLINICAL ALERT: COMMENT OWNER: JONATHAN JONES

RESP. DATE: 08/02/2018 ENC. DATE: 08/02/2018 FACILITY: JOY HEALTH WEST PROVIDER: DR. TIMOTHY WHITE

This was the worst experience I have ever had. All I got was a note saying nothing was wrong. I don't feel like nothing is wrong, and I am not coming back here ever again.

Interpersonal Care Clinical Process Interpersonal Care - Courtesy / Respect Provider Clinical Staff

FEEDBACK AND ALERTS

Question	Response	Alert
Likelihood to recommend provider	0	-0"
Follow up appointment booked	No	"No"
Rating of facility	5	

- ✓ Reduce avoidable readmissions
- ✓ Maximize reimbursements

Provider kudos

Future roadmap demo

Utilizes NLP engine to identify **positive** comments about providers

Current configuration logic is set to send up to one Kudos **every three days**

Kudos are distributed in **embedded email format**, similar to Provider Scorecard

Drive Strategic and Improvement Initiatives

Better Brands

More Consumers

Loyalty Gains

Prevent Leakage

Improve Engagement

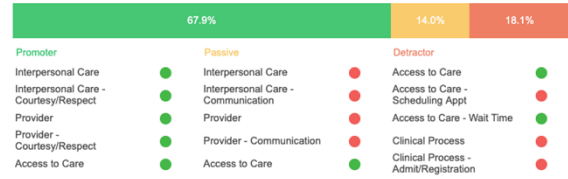
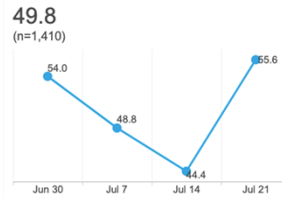
Drive Initiatives

Fulfill Compliance

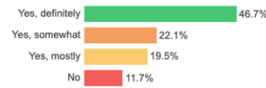
Data to insights

10K+ engaged users

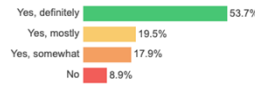
NET PROMOTER SCORE



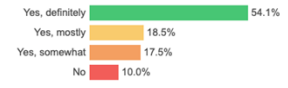
SEEN IN TIMELY MANNER



TRUST PROVIDERS W/ CARE



CARE PROVIDER EXPLAIN-IF NOT BETTER



Community insights

Future vision demo

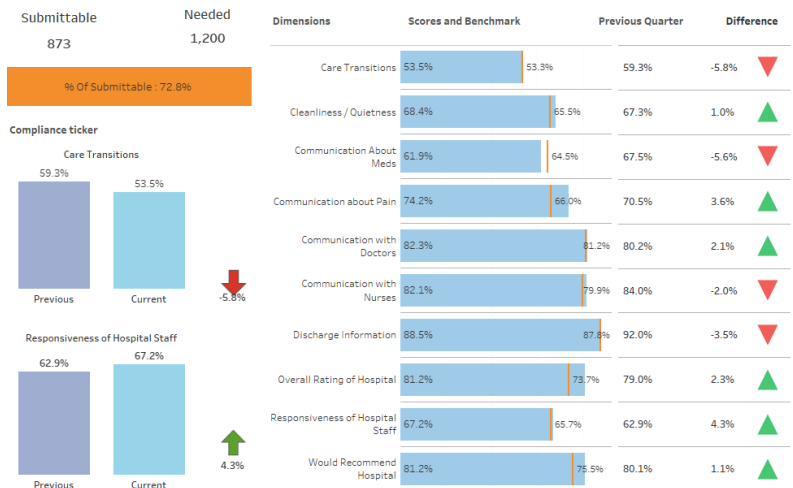
- Self-service platform
- Easy to use and simple
- Tailored for Healthcare
- Pre-configured templates
- Actionable insights
- NRC research paired with AI
- Peer collaboration

Fulfill Compliance Needs



CAHPS

- ✓ Currently submitting mandated CAHPS data for more than 1000 organizations
- ✓ Organizations using Real-time improve CAHPS performance



* Reporting has been produced by NRC Health for quality improvement purposes and does not represent official CMS Results.

Designations

- ✓ Magnet
- ✓ PCMH Recognition
- ✓ Leapfrog
- ✓ Baldrige

81% NRC Health Magnet Accredited partners use Real-time

Magnet Report

Courtesy and Respect

FACILITY	QRTS WITH DATA	% OF QRTS ABOVE COMPARISON	Q4 '18	Q1 '19	Q2 '19
CR: Did nurses treat you with courtesy and respect?					
NRC Average	-	-	79.6 n=1,962,021	80.5 n=2,296,193	81.1 n=2,521,879
Boardwalk Joy Schools Health and Wellness Center	3	100.0%	95.0 n=40	94.0 n=17	93.9 n=42
Downtown Joy Schools Health and Wellness Center	3	100.0%	100.0 n=10	95.0 n=10	96.0 n=10
East Joy Schools Health and Wellness Center	3	66.7%	91.4 p n=28	79.6 n=28	94.2 n=28
Joy Employee Clinic	3	100.0%	92.2 n=11	89.7 n=11	96.2 p n=11
Joy Health Wakeuka Care Clinic East	3	100.0%	100.0 p n=1	95.0 n=1	96.2 p n=1
Joy Health Wakeuka Care Clinic North	3	100.0%	89.0 p n=7	96.8 n=7	93.5 n=11
Joy Health Wakeuka Care Clinic South	3	100.0%	96.0 p n=5	92.0 p n=5	94.0 p n=11
Joy University Health Center	3	66.7%	80.0 p n=3	73.0 p n=3	100.0 p n=3
MadJoy Family 19th	3	66.7%	84.8 n=10	74.5 n=10	81.8 n=10
MadJoy Family 30th	3	0.0%	72.8 n=10	74.1 n=10	78.7 n=10
MadJoy Family 40th	3	100.0%	98.7 n=11	92.7 n=11	89.3 n=11

- ✓ Right questions
- ✓ Needed and approved reporting

Ease of Use and Data Clarity



Personas

Future vision demo

Executives

Dashboards to summarize outcomes

Managers

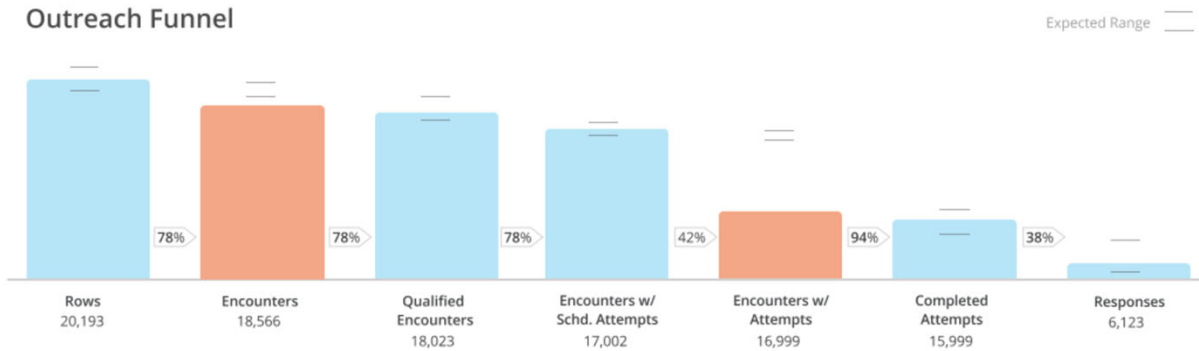
Tools to manage consumer's experience

Platform Foundation

Proactive monitoring

500K+ outreach attempts/day

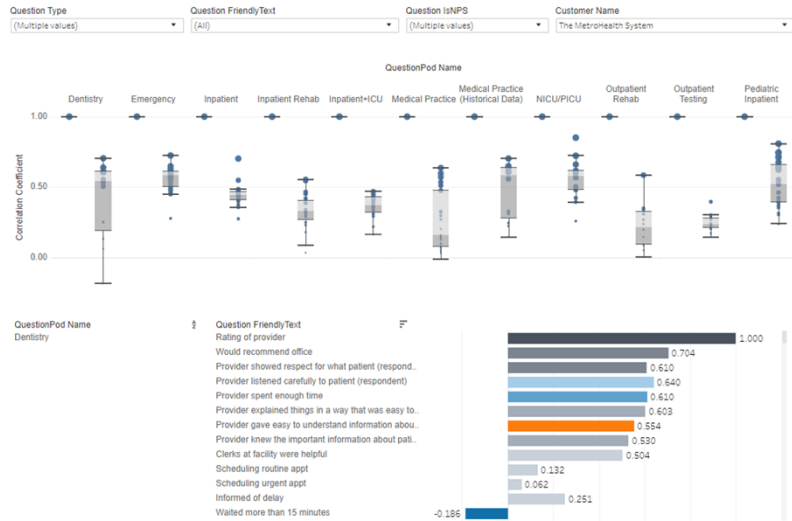
Outreach Funnel



Ad-hoc analyses

120+ reports in Analyst Corner

Key Drivers Dashboard



Your data is yours

90+ active integrations

INTEGRATE IN YOUR SYSTEMS

- Business intelligence / data warehouse
- CRM / marketing
- EMR / EHR / practice management
- Grievance management

Examples



Caboodle connector for NRC Health



Experience API



Together.



In-App Help

In-App Chat

Web Conference

In Person

Join us for ideation, discovery, validation

PAGE 18
25th Annual NRC Health Symposium – Omni Nashville Hotel
Nashville, Tennessee
August 14–16, 2019

Advancing human understanding – *together*



nrc | Human understanding
HEALTH

Corporate Headquarters
1245 Q St. Lincoln, NE 68508
800.388.4264
Local: 402.475.2525

19.0.1