nrc HEALTH

The Transparency story at Orlando Health

Read the full story at **nrchealth.com/OH**

400+
PHYSICIANS WITH OVER 30 REVIEWS

4.83
AVERAGE PHYSICIAN STAR RATING

10%↑
INCREASE IN CG-CAHPS OVERALL PHYSICIAN RANKING

SUMMARY

Orlando Health, a $3.8 billion not-for-profit healthcare organization serving a Central Florida area of nearly 3 million residents aimed to assert control over its online presence. With NRC Health's Transparency solution, the organization has published tens of thousands of patient ratings and dramatically improved clinician engagement.

"As a primary care physician, it's my responsibility to get patients to the best resources possible. By using physician ratings from actual patients, I don't have to rely on the grapevine. I can put my patients in good hands right away."

—Dr. Thomas Kelley, Vice President, Quality and Clinical Transformation, Orlando Health

CHALLENGE

Leadership at Orlando Health knew that their providers offered excellent care experiences, but patient reviews on third-party websites did not reflect the high standards that the organization set for itself. To take control of their online presence, and to offer customers the clearest possible picture of their care experience, leaders chose to host and publish star ratings on the organization's website.

SOLUTION

NRC Health's Transparency solution uses existing feedback processes to publish ratings and reviews online. The 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 organization websites in the form of star reviews. Leaders can rest assured that only authentic patient experiences will appear on their organization's website. Physicians also benefit from visibility into their performance, which can be invaluable to efforts at improving their approach to care.

RESULTS

One year into Transparency's deployment at Orlando Health, leaders observed some transformative changes. Patients reported overwhelming satisfaction after their care experiences. Average physician ratings reached 4.83 out of 5 stars.

Orlando Health's leaders also observed Transparency's impact on the organization's culture. Providers pursued opportunities for improvement. They independently sought out coaching from the customer-experience team and used what they learned to develop teaching moments for other physicians. This improvement increased their Overall Rating of Physician by 10% in their patient experience rankings.

LEARN MORE

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