

[ORGANIZATION NAME] Demonstrates Superior Commitment to Human Understanding™ and Improving Customer Experiences
Leading health system partners with NRC Health to capture timely, relevant customer insights

CITY/STATE—DATE—[ORGANIZATION NAME] today announced the selection of NRC Health, the leading provider of in-depth customer intelligence in healthcare. Through this partnership, [ORGANIZATION] will have the support and solutions necessary to design purpose-driven care experiences that inspire patient loyalty.

NRC Health's patient feedback capabilities will enable [ORGANIZATION NAME] to:

- Discover new opportunities for improvement and service recovery
- Enable providers and staff with just-in-time learning to improve patient experiences
- Empower consumer decision-making by converting insight from patient feedback into online ratings and reviews
- Build meaningful relationships with patients, and direct action based on knowledge of individual needs

[QUOTE FROM PARTNER]

One of the benefits of NRC Health's solutions is the ability to provide an opportunity to hear from every customer quickly. The results of having robust customer feedback gives health systems direct insight into each person while offering solutions to improve, both on the operational and the clinical level, and bring human understanding into the healthcare journey.

[QUOTE FROM NRC HEALTH]

"Nearly 50 percent of consumers are frustrated by their healthcare experiences, so it's especially important for organizations to better understand these experiences and use that insight to drive improvement," said Helen Hrdy, Chief Growth Officer at NRC Health. "[ORGANIZATION NAME] is taking proactive measures to better understand the people they serve, and we couldn't be more excited to partner with them on their journey toward Human Understanding.

About [ORGANIZATION NAME]

[insert boilerplate]

About NRC Health

For more than 40 years, NRC Health has led the charge to personalize healthcare and support organizations in their understanding of each unique individual. NRC Health's commitment to Human Understanding™ helps leading healthcare systems get to know each person they serve not as point-in-time insights, but as an ongoing relationship. Guided by its uniquely empathic heritage, NRC Health's patient-focused approach, unmatched market research, and emphasis on consumer preferences are transforming the healthcare experience, creating strong outcomes for patients and entire healthcare systems.

For more information, email info@nrchealth.com, or visit www.nrchealth.com.

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