

# EASYPASS™ LOYALTY PROGRAM

## EasyPass at a Glance

EasyPass launched in 2017 and is BayCare’s membership program that leverages principles from loyalty programs across industries. EasyPass allows members to login into a digital portal where they can easily find a physician, schedule appointments (whether in-person or via telehealth), find BayCare resources and receive relevant information, all in one place with just a few clicks of their mouse.

This program insulates BayCare against competitive inroads and category disruption (like Walmart Health, Kroger Health or Walgreen Clinics offering primary care services), achieves high net promoter scores from their patients, and stimulates patients to use more services to make them healthier. EasyPass achieves this by making the ability to stay healthy for its members easier and more predictable because it’s based upon a clear, solid underlying understanding of their basic healthcare wants and needs.

**57**  
Current Program NPS

Members	Non-Members
<b>+8%</b>	<b>-2%</b>
Impact of Patient Encounters	

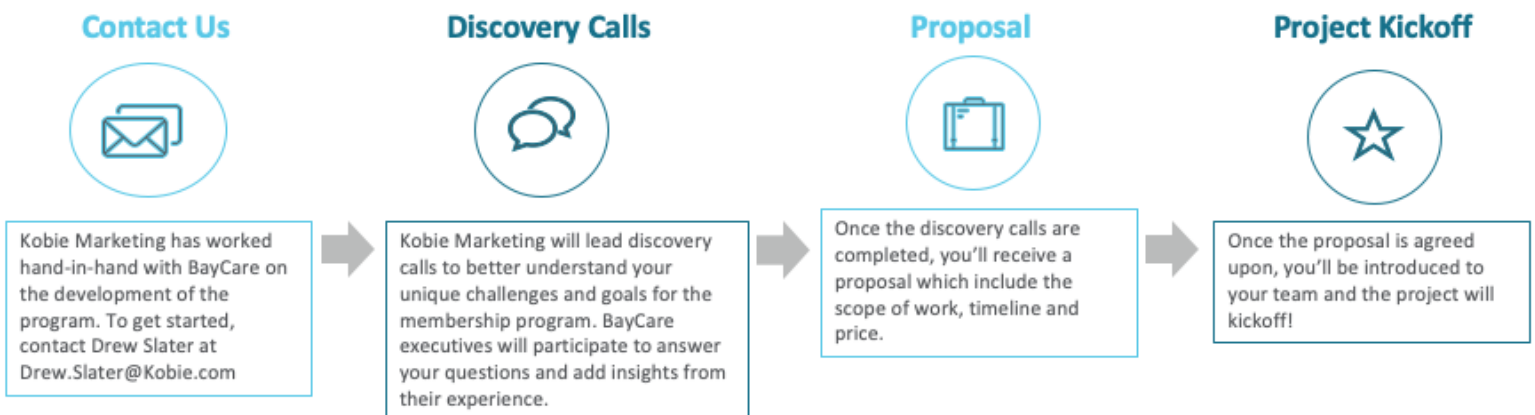
## The Future of EasyPass

Currently, BayCare’s EasyPass has over 1,000 members and is expected to multiply 10X due to recently being rolled out to all of its physician offices.

BayCare realized the power of EasyPass early on and quickly moved it into the hospital setting, starting with the Labor and Delivery service line. EasyPass for Moms is currently in a pilot phase in one hospital, but already has more than 600 members. Due to its early success, BayCare plans to rollout EasyPass for Moms to their other 6 Labor and Delivery hospital locations.

## Want Your Own Membership Program? It’s Only 4 Steps Away!

Developing your own health care membership program is a time consuming and labor-intensive process. Why build one from scratch when you can leverage BayCare’s previous experience and get to market faster? In fact, you’ll have access to BayCare’s executives and be able to leverage their insights for your program.





## **EASYPASS™ LOYALTY PROGRAM**

### **About BayCare Health System**

BayCare is a leading not-for-profit health care system that connects individuals and families to a wide range of services at 15 hospitals and hundreds of other convenient locations throughout the Tampa Bay and central Florida regions. Inpatient and outpatient services include acute care, primary care, imaging, laboratory, behavioral health, home care, and wellness. Our mission is to improve the health of all we serve through community-owned, health care services that set the standard for high-quality, compassionate care. For more information, visit [www.BayCare.org](http://www.BayCare.org).

### **About NRC Health**

For 39 years, NRC Health (NASDAQ: NRC) has been committed to achieving human understanding and bringing healthcare organizations closer to their customers than ever before by illuminating and improving the key moments that define an experience and build trust. Guided by their uniquely empathic heritage, proprietary methods, skilled associates, and holistic approach, NRC Health helps its customers design experiences that exceed expectations, inspire loyalty, and improve well-being among patients, residents, physicians, nurses, and staff.

### **About Kobie**

Kobie is a loyalty marketing company that designs, builds, optimizes and supports customer experiences for many of the world's most successful brands. Kobie believes in building relationships by deepening the emotional and behavioral connections brands have with their customers. Their integrated and innovative loyalty solutions deliver the most impactful results for their clients' bottom line. To learn more, visit [www.Kobie.com](http://www.Kobie.com).