

Successful telehealth, overnight

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30%

IS THE AVERAGE ENROLLMENT RATE FOR COMMUNITY INSIGHTS

100%

OF PATIENTS GET OUTREACH WITHIN 48 HOURS OF THEIR CARE EPISODE

75%

OF CARE HAS MOVED TO A DIGITAL DELIVERY

SUMMARY

Lehigh Valley Physician Group (LVPG) was in the process of adopting telehealth technology for a small subset of its patients. Then COVID-19 struck.

Suddenly, social-distancing protocols meant that LVPG would need telehealth support for nearly *all* of its patient encounters—immediately. For a health system with more than eight hospitals and 18,000 employees, this was a considerable challenge.

“With NRC Health's solutions, we can go beyond the standard question set. As things change, we can target our research into what we're doing, what their experience is like, and what they'd like to see.”

—**Jim Demopoulos**, SVP and COO, Lehigh Valley Physician Group

OPPORTUNITY

Initially, leaders at Lehigh Valley Physician Group (LVPG) had envisioned a relatively modest scope for their rollout of telehealth technology, given that payers did not reimburse for this care generally. They intended to gradually ease in digital delivery for a small subset of the organization's higher-risk patients, giving staff and leadership ample time to assess and fine-tune their approach.

Like so many other health systems' strategies, LVPG's plan was completely upended by the COVID-19 pandemic. As cases mounted and the crisis spread, it became clear to the organization's leaders that they could no longer afford a gradual deployment of telehealth. The entire system would need to transition to digital delivery—in a matter of weeks. To affect such a rapid transition and understand how to best partner with their patients, LVPG's leaders turned to NRC Health.

SOLUTION

Real-time Feedback is a patient-survey solution that reaches 100% of patients within 48 hours of their care episodes. When compared with mailed-in survey modalities, this immediacy drives higher response rates, elicits more complete recollections from patients, and gives leaders instant insights into the experiences offered by their facilities. A powerful tool on its own merits, Real-time is further enhanced by a suite of augmentations offered by NRC Health, one of which is Community Insights.

Community Insights is NRC Health's solution for developing and cultivating patient-feedback panels. Patients are invited to join Community Insights focus groups immediately after they complete a Real-time survey. This mechanism empowers organizations to quickly—and effortlessly—build robust virtual patient communities.

RESULTS

LVPG's leadership was able to:

- Effectively communicate the value of telehealth treatment
- Deploy a concierge service to help patients navigate connectivity issues
- Evaluate the performance of digital delivery

LEARN MORE

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