

# Satisfaction up 9.9%— The Real-time Feedback difference

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**RECURRING SERVICE  
ISSUES DETECTED  
AND RESOLVED**

**169%** **INCREASE  
IN PATIENT  
RESPONSE RATES**

**9.9%** **SYSTEM-WIDE  
IMPROVEMENT IN  
OVERALL SATISFACTION**

## SUMMARY

Leaders at Riverside Health System, a five-hospital organization in eastern Virginia, wanted to improve the organization's patient experience. But existing feedback mechanisms failed to give leaders the insight they needed. They turned to NRC Health's Real-time Feedback solution to learn where they should direct their efforts at intervention.

**"Every person we take care of has a story. Real-time gives patients a way to tell their story, and helps you see through the eyes of the patient."**

—Nancy Littlefield, DNP, EVP/CNO,  
Riverside Health System

## OPPORTUNITY

Riverside Health System prides itself on offering an outstanding experience for its patients. However, in a health system with five campuses and more than 800 physicians, Riverside's leaders struggled to identify concrete steps for experiential improvement. They needed sharper insight into the Riverside care experience. They needed to see, with clarity and specificity, exactly where the organization fell short of patients' ideal experiences. For this they turned to NRC Health.

## SOLUTION

NRC Health's Real-time Feedback is a patient-survey solution that reaches 100% of patients within 48 hours of their care episodes. Delivered via email, SMS, or interactive voice recognition (IVR), Real-time captures patients' impressions while their encounters are still fresh in their memory. NRC Health's Real-time Feedback solution offers patients open-ended questions, giving them the opportunity to voice their concerns beyond a simple numeric score. An AI-based process called Natural Language Processing (NLP) algorithmically sorts these comments, automatically cataloguing them by sentiment and service area. This gives leaders immediate insight into patients' specific areas of concern.

## RESULTS

Real-time's open-ended questions proved invaluable to Riverside's efforts at experiential improvement. Its NLP technology uncovered opportunities that, with traditional feedback mechanisms, would have been impossible to detect:

- Leadership was able to pinpoint miscommunication in the lab to ensure that patients were not waiting longer than they needed to in the future.
- Riverside was able to prioritize new beds in a unit.
- Real-time created quicker throughput within the ED, which in turn increased overall satisfaction by 9.9% for the health system.

## LEARN MORE

For more on NRC Health solutions, call 800.388.4264 or visit [nrchealth.com/demo](https://nrchealth.com/demo).