

Nimble and ready: How Community Insights and Real-time Feedback helped UMC respond effectively to COVID-19

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10%

**INCREASE IN EMERGENCY-CENTER
"WOULD RECOMMEND"**

200%

INCREASE IN SURVEY VOLUME

8/10

**OUTPATIENT UNITS EXCEEDED
EXPERIENCE-SCORE GOALS**

SUMMARY

UMC Health System is a premier provider in Lubbock, Texas, and has earned a reputation for outstanding care. Leaders wanted to build on that reputation by creating a personalized care experience across its entire brand. They saw promising results but COVID-19 temporarily shifted priorities. UMC's leaders quickly needed answers to urgent patient experience questions, and turned to NRC Health's Community Insights and Real-time feedback solutions.

"NRC Health will be instrumental in supporting our strategic plan. Our hope is to build customer loyalty thru personalized care experiences. With NRC Health, our Health System is one step closer."

—**Aaron Davis**, Chief Experience Officer, UMC Health System

OPPORTUNITY

UMC Health System was already a stand-out institution in its community. To push organizational performance even further, UMC's leaders wanted to earn the continuing loyalty of UMC customers by coaching every member of the organization's staff to deliver singularly warm and empathetic care experiences, spanning every touchpoint—no small feat, for an organization with more than 4,600 employees.

SOLUTION

With a combination of Real-time and Community Insights, health systems can quickly—and effortlessly—build large and diverse focus groups. Perhaps more importantly, these groups will be comprised of the organization's most engaged and invested customers.

RESULTS

With a steady stream of Real-time data, UMC leaders had much-improved visibility into the efforts from their staff. This enabled leadership to implement a number of strategies to improve their patient's experience.

- Likelihood-to-recommend scores improved by a full 10% in UMC's Emergency Department, 4% in Outpatient Services, and 3% in Urgent Care cumulatively; all while essentially doubling the survey volume received from 2019.

UMC also relied on NRC Health Community Insights data to help form their COVID-19 response strategy.

- Leaders determined just under half (49%) of its customers were deferring healthcare procedures; that 70% of its patients were willing to use virtual-care delivery for common primary-care appointments; and that 48% expected UMC to perform temperature checks on anyone entering the building.

LEARN MORE

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