

# A transformed ED experience

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**BETTER AND FASTER  
PATIENT CARE ACCESS**



**INCREASED PATIENTS  
CLARITY AND CONFIDENCE**

**5%**

**INCREASE IN OVERALL  
WOULD-RECOMMEND SCORE**

## SUMMARY

Wellstar Health System's leadership is always looking to improve the customer experience in their hospitals' emergency departments. As they were searching for ways to optimize focus areas, they wanted more concrete data—delivered in a timely fashion—to inform their decisions, drive actions, and validate results.

Wellstar leaders found a wealth of this data in NRC Health's patient experience solution.

**“Wellstar's mission is to enhance the health and well-being of every person we serve, and a core value is to honor every voice. NRC Health has allowed us to hear patients' voices with more clarity, and in real time.”**

—Freda Lyon, DNP, RN,

System Vice President of Emergency Services, Wellstar

## OPPORTUNITY

Wellstar Health System, a large multi-hospital health system in Georgia, serves a broad community. The organization's long history of outstanding care has earned it a well-deserved reputation for clinical excellence. Wellstar leaders are always focused on continuous improvement, including patient experience in the emergency department.

For many organizations, improving the ED experience presents a formidable challenge. Large volumes, varying acuities, and the traumatic nature of many admissions is an opportunity to deliver world-class patient safety and customer service. To continue providing efficient, high-quality care with an outstanding customer experience, the Wellstar team needed the right data at the right time to better identify specific opportunities for improvement. They found that data with NRC Health's patient experience solution.

## SOLUTION

NRC Health's automated patient-survey solution that reaches 100% of patients within 48 hours of their care episodes. A significant improvement upon traditional paper surveys, NRC Health reaches patients where they are—using modern modalities like email, SMS, and interactive voice recognition (IVR) technology. Aside from accelerating response times, these innovations also improve response rates, giving leaders robust, instantaneous insight into their organizations' performance.

## RESULTS

Using NRC Health's rapid and reliable feedback processes, Wellstar's leaders were able to:

- Design a throughput process that sped up patients' access to care
- Focus on specific initiatives that boosted patient experience
- Hone a communications protocol to give patients clarity and confidence
- Improve their overall would-recommend score by 5% in just one year

## LEARN MORE

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