

MANIFESTO

# The journey to Human Understanding

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WHAT IS HUMAN UNDERSTANDING?

# Our mission: Human Understanding™

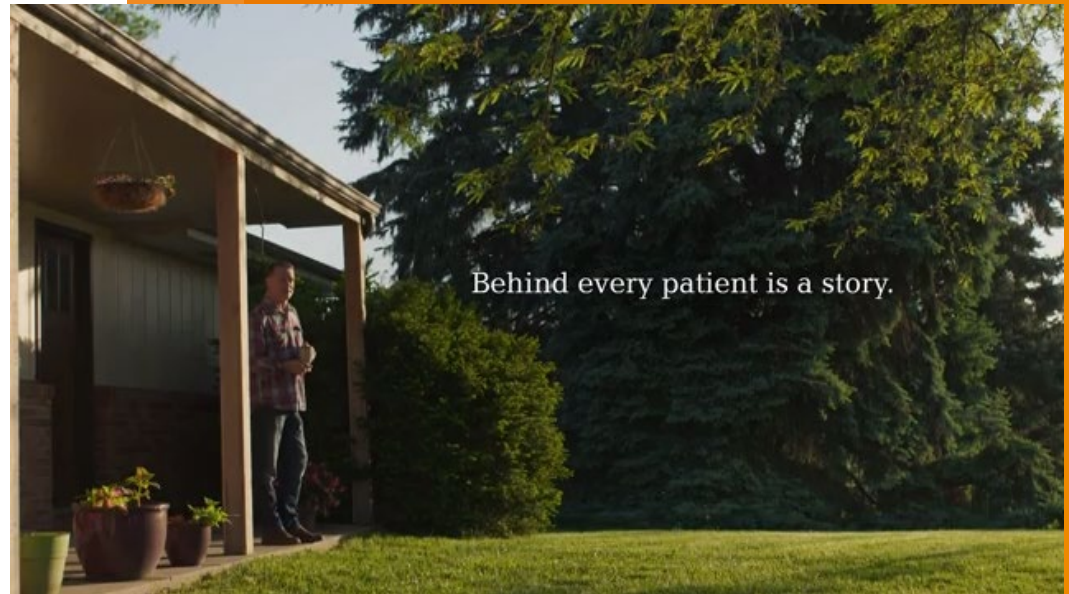
## Everyone wants to be known.

No one wants to be enumerated, classified, or reduced to a field on a form. No one wants to be segmented, stereotyped, or defined by a demographic. Each of us is unique in ways immeasurable, and we are all ever-changing.

In the midst of this evolving and endlessly complex human phenomenon, one need is universal: health.

No one wants to be ill. No one wants to feel pain, loss of ability, or loss of self. But each of us will know the ebb and flow of well-being in our lives. When the time for care comes, each of us simply wants to be known, heard, and understood.

**And that is the mission of NRC Health. Human Understanding—enabling healthcare organizations to understand what matters most to each person they serve.**



"Our consumers are not just consumers. In fact, they're not just patients. They're human beings. We need to constantly remind ourselves that in order to do the right thing for them, at the right time, in the right way, with the right resources, we need to understand them."

—Alan Dubovsky, Chief Patient Experience Officer,  
Cedars-Sinai Medical Center

## A little history...

40 years ago in 1981, NRC Health was founded with a vision to maximize humanity in healthcare. Over four decades working in partnership with our customers, our mission has been to recognize and reaffirm what most of us already know: that care encounters are more than just transactions, that a provider's role is more than just clinical, and that behind every person is a story.

Seeing the person behind the consumer and the story behind the diagnosis is what we mean when we say, "Human Understanding." From the beginning, that understanding has been the animating spirit behind our work.

Before patients were "target audiences," "stakeholders," or "populations," they were simply people. Together, we can develop an empathetic view of the consumer.

To accomplish all this, we must proceed as we always have: one patient—one person—at a time. We must shift our attention to the individual person and regard our field with an "n=1" mindset, the new benchmark. It is only in this way that we will learn that great care is about more than just clinical acumen.

It's about making a connection and gaining insight. It's about real Human Understanding.

### 1980s

**1981**

National Research Corporation is founded

**1983**

First published article in *Modern Healthcare*

**1983**

First edition of the Healthcare Market Guide published

### 1990s

**1990**

Featured on the cover of *Modern Healthcare*

**1996**

Creation of "First" Annual Quality Leader Awards

**1996**

NRC Health goes public (10/10/97)

### 2000s

**2003**

The NRC+Picker Group formed

**2006**

Acquisition: The Governance Institute Group LLC

**2008**

Acquisition: My InnerView, Inc.

### 2010s

**2012**

Recognized as the largest patient satisfaction firm by *Modern Healthcare*

**2014**

Acquisition: Digital Assent

**2016**

National Research Corporation became NRC Health

**2017**

Real-time Feedback Solution is unveiled

### 2020s

**2021**

Acquisition: PatientWisdom

**Today**

Partnering with 75% of the 200 largest health systems, representing over 10,000 healthcare facilities, and listening to 20M+ consumers voices annually on our journey of Human Understanding



## Today...

To thrive in a consumer-driven healthcare economy, you must embrace a revolutionary approach to care and service delivery. Empowering human understanding at each healthcare organization enables growth and retention of market share and the ability to gain a complete picture of the evolving preferences, needs, and behaviors of your consumers.

"If we want to build this brand into something that's meaningful and drives preference among patients, we have to first think about how we can truly differentiate our experience around meaningful points of care. From there, we can focus our efforts on a few specific initiatives instead of pursuing a general desire to improve all of our experience touchpoints."

—**Jeff Shoemate**, Senior Vice President and Chief Marketing and Communications Officer, Allina Health

## Our experience

40+

years advancing healthcare

10,000+

healthcare organizations

75%

of the 200 largest health systems

20M+

consumer voices heard annually

CELEBRATING A LEGACY OF  
HUMAN UNDERSTANDING

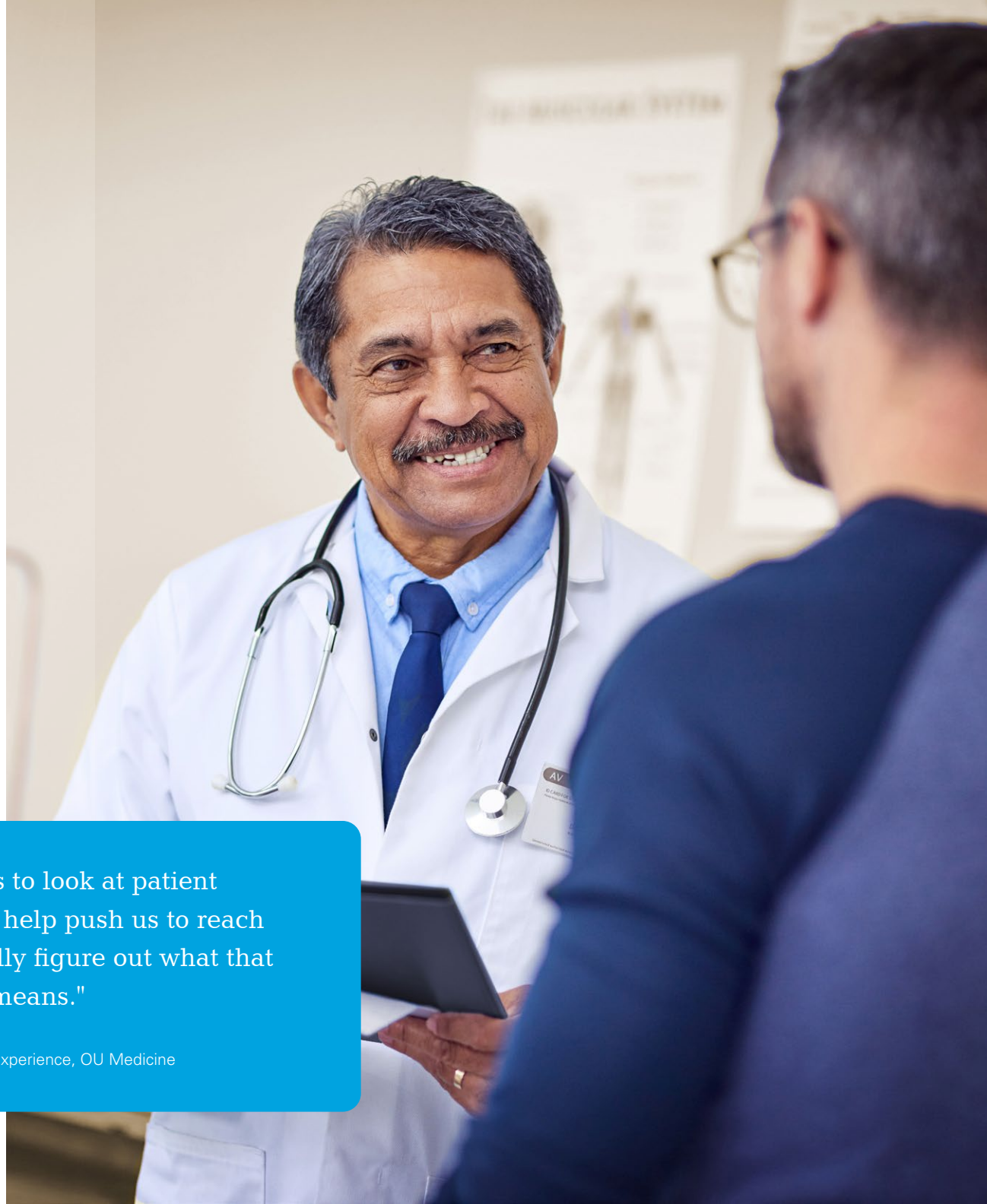
## Where we're going

### Stop wondering. Start understanding.

To surpass the expectations of today's evolving consumer, access to immediate insights can be crucial in its ability to enable healthcare organizations to impact processes, inspire staff behavioral change, and implement service recovery at the earliest possible stage—your best opportunity to influence loyalty.

"NRC Health helps challenge us to look at patient experience in a different way. They help push us to reach further and dig a little deeper to really figure out what that patient experience means."

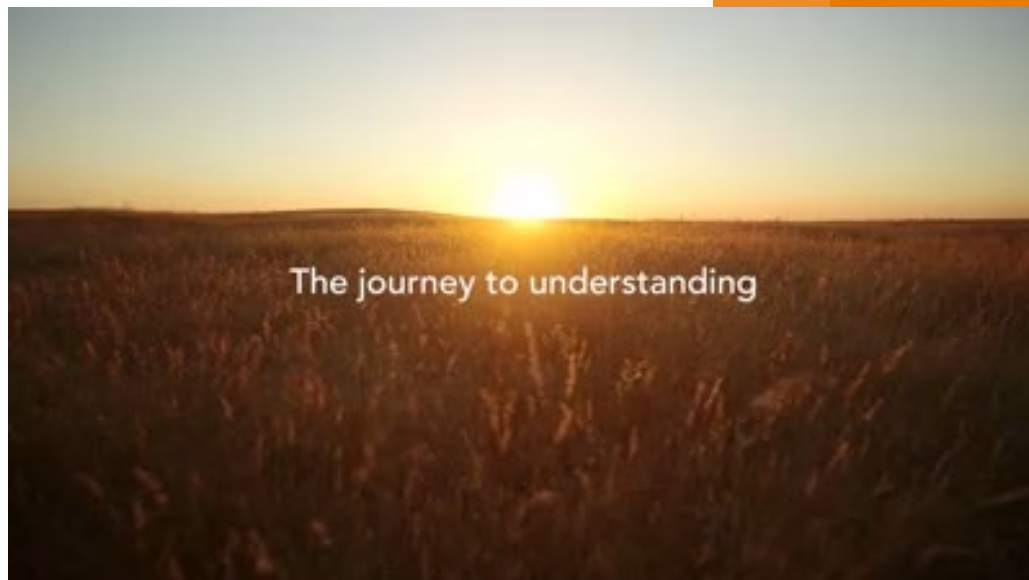
—Theresa Steckel, Vice President of Patient Experience, OU Medicine



CELEBRATING A LEGACY OF  
HUMAN UNDERSTANDING

## A premier peer network

NRC Health is trusted by over 10,000 healthcare organizations across the continuum of care. Together we share ideas, inspire innovation, and co-develop solutions to move healthcare farther and faster toward Human Understanding.



The journey to understanding

"NRC Health has allowed us to hear patients' voices with more clarity, and in real time."

—Freda Lyon, Wellstar



# Behind every person is a story.

Rooted in human understanding, NRC Health's solutions give providers the insight they need for consumer-driven transformation, and enable healthcare organizations to understand what matters most to each person they serve through ongoing relationships.

By co-designing experiences that exceed expectations through immediate insights, NRC Health helps organizations stop wondering and start understanding.

**Human understanding.**

*"To hear their frustrations, to hear their desires, their hopes, and their fears, and then take that back and have that inform what we do in healthcare—that, to me, is the essence of human understanding."*

—John Berg, AVP of Marketing, UF Health

## NRC HEALTH SOLUTIONS

01

### ATTRACT & ACQUIRE

Guide market development with consumer and competitive insights.

- Market Insights
- Creative Testing
- Transparency
- Community Insights

02

### LOYALTY & RETENTION

Design for added value with actionable customer feedback and engagement.

- Real-time Feedback
- Service Recovery
- Community Insights
- Experience Transparency
- PatientWisdom

03

### QUALITY & OUTCOMES

Align provider and patient views of quality for co-produced outcomes.

- Care Transitions
- CAHPS fulfillment
- Real-time Feedback
- PatientWisdom

04

### SYSTEM GOVERNANCE

Accelerate transformation with healthcare and consumerism expertise.

- Care Transitions
- The Governance Institute
- Loyalty Index
- Community Insights
- Real-time Feedback

05

### SERVICE CULTURE

Empower a customer-centric culture and return joy to practice.

- Real-time Feedback
- Service Recovery
- Community Insights
- Workforce Engagement
- Experience Transparency

# Moving forward together

Gathering feedback from more than 20 million consumer voices annually enables our partner organizations to understand the preferences, needs, and behaviors of consumers—and forecast how their expectations for healthcare are changing.

Every person has a story to tell. Let us help you discover what matters most to each person before, during, and after their care experience.

## **Human understanding.**



Human understanding

"Human understanding means every patient experience is unique."

—**Kathy Taylor**, Director of Nursing Organizational Effectiveness,  
Hackensack Meridian Health