

Pursuing healthcare equity with Real-time Feedback

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5x

INCREASE IN SPANISH-SPEAKING FAMILIES RESPONSE RATES

2x

OF SURVEYS COMPLETED BY SPANISH-SPEAKING FAMILIES



LEADERSHIP HAS DATA TO MAKE BETTER STRATEGIC DECISIONS

SUMMARY

With an eye toward equity in healthcare, leaders at the Ann & Robert Lurie Children's Hospital of Chicago wanted to improve the care experience for Spanish-speaking patients and their families. Because they lacked robust feedback data on this population, leaders had only limited visibility into Spanish speakers' unique needs.

To improve the experience for Spanish speakers, leaders needed to drive these response rates up. To do that, they turned to NRC Health's Real-time Feedback solution.

"The transition to Real-time was absolutely imperative for us to do all this. It dramatically increased our response rates, from groups that historically we had not been able to get a lot of feedback from."

— **Cara Herbener**, Director Patient Family Experience, Ann & Robert Lurie Children's Hospital of Chicago

OPPORTUNITY

Serving an equitable care experience to all populations has emerged as an urgent priority for health-organization leaders across the country. Attempts to pursue healthcare equity, however, frequently encounter a major hurdle: data disparity.

Due to language barriers, statistical underrepresentation, and other structural obstacles, many institutions simply do not have the data they need to make meaningful improvements to minority-group care. This was the case at Ann & Robert Lurie Children's Hospital of Chicago (Lurie Children's). Because Lurie Children's serves a sizeable cohort of Spanish-speaking patients, leaders there wanted to ensure that these patients experienced a quality of experience that was on par with their organizational standards.

SOLUTION

To improve the experience for Spanish speakers, leaders needed to drive these response rates up. To do that, they turned to NRC Health's Real-time Feedback solution. Real-time is a patient-survey solution that reaches 100% of patients within 48 hours of their care episodes. Compared with mailed-in paper surveys, which can take weeks to reach a patient's mailbox, this immediacy gives leaders rapid insight into their consumers' experiences.

Perhaps more importantly, the solution also embraces a variety of modalities to better meet patients where they are. Real-time can reach patients using SMS, email, or interactive voice recognition (IVR) technology, giving leaders a suite of options to reach their customers.

RESULTS

- Saw a five-fold increase in response rates among Spanish-speaking families
- Were able to isolate the most effective survey modality for Spanish speakers
- Used the data to make meaningful changes to patient intake and documentation procedures

LEARN MORE

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