

Patients appreciate and engage with personalized communication methods

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INCREASED NET PROMOTER SCORE (NPS)



IVR HAS THE HIGHEST RESPONSE RATE AND LOWEST NPS



NPS SCORES FROM SMS APPEARED TO BE HIGHER THAN IVR

SUMMARY

Houston Methodist comprises a leading academic medical organization in the Texas Medical Center and six community hospitals serving the greater Houston area.

As the number-one hospital in Texas for patient care and safety, Houston Methodist is nationally ranked in 10 specialties and ranked number 15 in the nation—proof that its reputation for outstanding care, treatments, and research attracts patients from Texas, the nation, and around the world.

“Sometimes I think it's less about the information being transmitted and more about just the fact that we are transmitting it compassionately...”

—**Courtenay R. Bruce**, JD, MA, Houston Methodist's Director of System Patient Experience

OPPORTUNITY

Houston Methodist began studying patient-centered technologies to learn what motivates patients and family members from an activation standpoint during the last five years. Houston Methodist's leaders understand how NRC Health surveys greatly impact their overall perception of delivering personalized care, whether that's through trying to encourage patients to engage in healthcare maintenance or suggesting lifestyle adjustments through apps, texting, and emails.

SOLUTIONS AND RESULTS:

Using the Human Understanding™ Experience capabilities to capture what matters most to each patient before, during, after, and beyond the clinical encounter, Houston Methodist recently designed a pilot study to evaluate its current survey-outreach modes with its very diverse outpatient population. The organization's research was designed to address the consumer's increased use of mobile phones, lower patient-satisfaction scores associated with surveys collected by Interactive Voice Response (IVR), and patient complaints about being bothered by phone calls for surveys.

The combined preliminary results? Patients and prospective patients prefer communicating by text and email over automated phone calls.

NRC Health's Experience and Marketing capabilities empower Houston Methodist's leaders to better understand the interactions between patients, technology, and healthcare providers, unlocking insights to know each unique person they serve.

- Texting and email appear to have higher NPS than IVR in all settings
- Texting and email are comparable in terms of NPS
- IVR is associated with the lowest scores in all settings

LEARN MORE

For more on NRC Health's Human Understanding Program, call 800.388.4264 or visit go.nrchealth.com/human-understanding-program.