



# Human Understanding<sup>®</sup> Program



EXPERIENCE



MARKETING



REPUTATION



WORKFORCE



INSTITUTES

NRC Health recognizes that behind every person is a story. We help our partners get to know each person they serve—their behaviors, preferences, wants, and needs—not as point-in-time insights, but as an ongoing relationship. That’s the power of Human Understanding.

**NRC Health has helped healthcare organizations illuminate and improve the moments that matter most to patients, residents, physicians, nurses, and staff for more than 40 years.**

With the complexity and demands associated with healthcare delivery today, seeing the whole picture is now more important than ever. The end-to-end Human Understanding Program is designed to help you capture and act on what matters most to each of your patients and their families.

The Human Understanding Program delivers the capabilities you need to turn strategic aspiration into action in critical focus areas including:

- ✓ Experience
- ✓ Marketing
- ✓ Reputation
- ✓ Institutes
- ✓ Workforce

Each set of capabilities unlocks Human Understanding at the right time and place within your organization to improve care, enhance performance, and catalyze growth.