

Virtua Health's personalized care boosts customer retention and brand loyalty

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384%

GROWTH IN ONLINE REVIEWS



INCREASE IN AVERAGE RATING ON A FIVE-STAR SCALE

13x

INCREASE IN COMMUNITY INSIGHTS PANEL MEMBERS

SUMMARY

Virtua Health, a not-for-profit healthcare system operating a network of hospitals, surgery centers, physician practices, and a full continuum of services, is South Jersey's largest healthcare provider. The healthcare system focuses on listening and acting based on consumer feedback while utilizing NRC Health's Experience, Marketing, and Reputation capabilities to access more voices, engage more patients, and leverage the power of Human Understanding to enable personalized care.

"Having access to so many people we could learn from and getting critical feedback and input from them has been extraordinary."

—**Chrisie Scott**, Virtua Health Senior Vice President, and Chief Marketing Officer

OPPORTUNITY

Virtua Health supplements consumer feedback with actual utilization when strategizing about retention and loyalty. The healthcare leader also looks at network integrity using its customer relationship-management system, and integrates NRC Health data to track customer retention, incorporating nearly two million calls annually. Virtua Health focuses on enhancing communication skills and helping leaders and frontline teams better understand how those moments of human interaction impact every unique person.

SOLUTIONS AND RESULTS

Using NRC Health's Reputation capabilities to protect and build online reputation and brand awareness while ranking and tracking standings, Virtua Health increased its online reviews by 384%. It also increased its average star rating on third-party websites from 3.89 to 4.53. Using NRC Health's Experience and Marketing capabilities to increase its participation in patient panels by 13x, Virtua Health gained more feedback and more unique perspectives on improving service. This engaged panel took part in more than two dozen comprehensive studies, including helping to identify needed programs and services, supplying feedback on COVID, and offering insights on how to build relevant marketing campaigns to support cancer, orthopedics, and women's health. Virtua Health can now know its consumers better in order to design experiences that inspire loyalty and create Human Understanding™.

- 384% growth in online reviews
- 3.89 to 4.53 average on a five-star rating scale on third-party websites
- 13x increase in members of Community Insights panels
- Increase in NPS (Net Promoter Score) numbers from 79.9 to 81.6

LEARN MORE

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