

# Client Communication Package

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Human Understanding™ Program - Experience Outreach -  
Media Kit

VERSION 2.1



Human Understanding

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# Patient Feedback

NRC Health takes you inside the patient experience faster than ever before. This immediate insight enables you to impact processes, inspire staff behavior change, and implement service recovery at the earliest possible stage—your best opportunity to influence lasting, positive perception.

NRC Health connects with patients via email, SMS (text), or phone (IVR), and integrates seamlessly with other NRC Health tools—including our CAHPS® solutions—giving you a complete picture that illuminates the totality of the patient’s experience.

## Patient Feedback: Top five take-aways

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- 01 The right time**  
Capture patient feedback within minutes to days of their experience via email, SMS (text), or phone (IVR).
- 02 The right questions**  
Capture patient perspective through targeted, short-form questions that can change as your needs do.
- 03 The complete picture**  
Access executive and frontline staff reporting, analytics, and trends updated multiple times each day to reflect all newly collected feedback.
- 04 Empower staff with knowledge**  
Configure dashboards by user and push feedback to frontline staff for immediate behavior enforcement.
- 05 Take action and improve**  
Automated email service alerts and workflows allow you to review and flag as action is taken.

# Letters to stakeholders

## To the Board of Directors,

We have partnered with NRC Health for outreach to patients in the <<care setting>>, starting <<Date>>. Patients will receive either an email with a web-based assessment, a text message with a web-based assessment or phone call using Interactive Voice Response (IVR) within 24 hours of receiving the patient record in near-real time. The outreach takes approximately 2 minutes and allows us to improve the patient experience by collecting feedback and follow through on any remaining service concerns.

Patient feedback is available in service line or location dashboards, provider scorecards and comparison reports; providing an opportunity to rank and compare providers/departments/units across key measures to identify outliers for coaching. This partnership is an example of our continued dedication toward ensuring our patients have an excellent care experience, using best practices established within the healthcare industry.

Sincerely,

<<Name>>

<<Title>>

# New Patient Experience Feedback Program at <<Organization Name>>

<<Organization Name>> has partnered with NRC Health starting <<Date>>. NRC Health's patient experience program supports your organization to improve the patient experience and help drive service recovery.

## How the Process Works

Staff educates patients about the program as part of the check in and check out process.

- Staff can provide the patient a 1-page informational letter regarding the outreach.
- The program includes pediatric and adult patients.

Patients receive either an email with a web-based assessment, a text message with a web-based assessment or phone call using Interactive Voice Response (IVR) after receiving their care.

- Up to three attempts are made on Day 1, Day 2 and Day 3 after receiving the patient information.
- On the third phone attempt, a message is left with the patient informing them of how to get in touch with the call program and complete the question set if they would like.
- Assessments take approximately 2 minutes and allow us to improve the patient experience through addressing any remaining service concerns after leaving our facility.

Patient feedback is available in service line or location dashboards, provider scorecards and comparison reports; providing an opportunity to rank and compare providers/departments across key measures to identify outliers for coaching.

This partnership is an example of our continued dedication toward ensuring our patients have an excellent care experience, and transition back home safely into our community, using best practices established within the healthcare industry.

## Our Results

NRC Health's results demonstrate a statistically significant impact to enhancing patients' experience and perception of care. The program enables our rapid resolution of any issues identified where we can coordinate additional needs with you and your staff if needed. Additionally, participating clinics/departments/units receive benchmarking, real-time data reporting, and providers also have access to industry best practices through emailed provider scorecards.

We look forward to partnering with you in this program as we continue to raise the bar on the quality of services provided to your patients.

Sincerely,

<<Name>>  
President and Chief Executive Officer

I'm excited to announce that <<Organization Name>> has partnered with NRC Health for patient outreach starting <<Date>>.

### **What is NRC Health's Patient Feedback Program?**

NRC Health utilizes near real-time outreach to patients to ensure that 100% of patients are contacted and asked about their experience with our organization. Patients will receive either an email with a web-based assessment or phone call using Interactive Voice Response (IVR). NRC Health outreaches to qualifying patients within 24 hours after receiving the patient record.

### **Why Partner with NRC Health?**

NRC Health's program results demonstrate a statistically significant impact to enhancing patients' experience and perception of care. The program enables our rapid resolution of any issues identified where we can coordinate additional needs with you and your staff if needed. Additionally, participating organizations receive benchmarking, real-time data reporting, and identification of industry best practices.

### **Who Makes the Patient Outreach?**

Patients receive either an email with a web-based assessment, a text message with a web-based assessment or phone call using Interactive Voice Response (IVR) after receiving their care.

- Up to three attempts are made on Day 1, Day 2 and Day 3 after receiving the patient information.
- On the third phone attempt, a message is left with the patient informing them of how to get in touch with the call program and complete the question set if they would like.

### **How is the Information Used?**

Patient feedback is available in service line or location dashboards, provider scorecards and comparison reports; providing an opportunity to review feedback on key measures, identify outliers and discover opportunities for improving the patient experience. This partnership is an example of our continued dedication toward ensuring our patients have an excellent care experience, and transition back home safely into our community, using best practices established within the healthcare industry.

We are excited to partner with NRC Health to continuously improve the patient experience, providing real-time reporting and recognition to our staff.

Please let me know if you have any questions.

Sincerely,

<<Name>>

<<Title>>

# IMPORTANT: Follow-up Phone Call or Email Once You Arrive Home

Sometimes patients have questions after receiving care, and that's why we contact you after you leave. We want to make sure your experience with us met your expectations.

## About the Call or Email

Within the next 3 days, you will receive an email or a telephone call that we ask you answer.

The call is only about 2 minutes and is an outreach from our hospital to ensure you are satisfied with the care you received while in the clinic.

The email will take, on average, less than 2 minutes to complete and is compatible with mobile and hand-held devices.

## Share your experience

Please let us know if you have new questions or concerns once home. We want to know how you are doing after you leave <<Organization Name>>. Addressing any needs or questions once you arrive home is important to us as a part of your partnering with us for your care.

Sincerely,

<<Name>>

<<Title>>

# Post-discharge Call Capabilities

NRC Health is the leading provider of discharge calls leveraging technology that drives effective communication between healthcare providers and patients by contacting 100% of patients in the critical 24-72 hours post discharge. Through proven processes and best practices this allows organizations to triage high-risk patients, meet key performance measures that improve the delivery of care, and conduct a root cause analysis showing patients that care does not stop at the door but that the organization is a partner through their journey. Proven outcomes are reduced readmissions, safer patient transitions and increased patient satisfaction scores.



# Letters to stakeholders

## Board of Directors Communication

To the Board of Directors,

We have partnered with NRC Health for outreach calls to patients discharged home from the <<Inpatient/ED>> setting, starting <<Date>>. Patients will receive a natural voice recognition follow-up call within 24-72 hours of discharge. The call takes approximately 2 minutes and allows us to improve the patient experience through addressing any remaining service concerns or clinical questions after leaving our facility.

Any concerns identified trigger an alert from NRC Health to a <<Hospital>> Call Champion who personally returns a call for further resolution or triaging. This partnership is an example of our continued dedication toward ensuring our patients have an excellent care experience, and transition back home safely into our community, using best practices established within the healthcare industry.

Sincerely,

<<Name>>

<<Title>>

# Staff Communication

## New Discharge Call Program at <<Hospital>>

<<Hospital>> has partnered with NRC Health to roll out a post-discharge follow up program starting <<Date>>. NRC Health's solution is a patient discharge call program that supports hospitals in driving clinical and service recovery, and is a known industry best practice for readmissions prevention to help you in the immediate post discharge phase of the patient care continuum.

### How the process works

Nurses educate patients about the program as part of the hospital discharge process.

- The patient discharge packet will include a 1-page informational letter or postcard.
- The program includes patients discharged to home from units identified during implementation <<Insert Units>>.

Patients receive a call within 24-72 hours post discharge.

- Up to two additional attempts are made if patient does not answer.
- On third attempt, a message is left with the patient informing them of how to get in touch with the call program and complete the question set if they would like.

Calls take approximately 2 minutes and allow us to improve the patient experience through addressing any remaining service concerns or clinical questions after leaving our facility.

Call information is triaged back to Hospital Nurse Champion if patient's responses trigger an 'alert.' If additional follow-up is needed a nurse from our hospital contacts the patient in follow-up to resolve their clinical and/or service concern.

### Our results

The NRC Health results demonstrate a statistically significant impact to enhancing patients' experience and perception of care. The program takes the burden off staff to follow up with all patients and enables rapid resolution of any issues identified where we can coordinate additional needs with you and your staff if needed.

We look forward to partnering with you in this initiative as we continue to raise the bar on the quality of services provided to your patients and create Human Understanding™.

Sincerely,

<<Name>>  
President and CEO

# Chief Nursing Officer Communication

I'm excited to announce that <<Hospital>> has partnered with NRC Health starting <<Date>>.

## **What is NRC Health's Post-Discharge Call Program?**

NRC Health's patient discharge outreach program contacts discharged patients within 24-72 hours of leaving our hospital to identify those that are at high risk due to clinical or service-related concerns. The first call is made to patients the day after discharge. If the patient is not reached, two subsequent attempts will be made—one call per day, for up to 3 days total. Our nurses are essential to educating patients about the call at time of discharge and at bedside.

## **Why partner with NRC Health?**

We want to address any medication or follow-up care questions as quickly as possible. We also want to correct any customer service issues that patients may have experienced. Research indicates that rapid resolution of customer service inquiries and clinical follow-up items reduces unnecessary readmissions and improves patient satisfaction. The program also provides real-time reporting for improving our hospital processes.

## **Who makes the patient outreach calls?**

NRC Health places an automated call with a natural female voice. The automated call lasts approximately 2 minutes.

## **How is the information used?**

Information is used in real-time to ensure a safe transition home for all patients and improve the patient experience. Additionally, reports can be run at the unit, multiple unit/department, and hospital levels to provide outcomes information about our patient discharge process.

We are excited to be partnering with NRC Health to continuously improve the patient experience, providing real-time reporting, and recognition to our staff, and create Human Understanding™.

Please let me know if you have any questions regarding our NRC Health partnership.

Sincerely,

<<Name>>

Chief Nursing Officer

# Nurse Champion Communication

## **Congratulations!**

You've been selected as a <<Hospital>> Call Champion!

NRC Health's patient post-discharge outreach program identifies patients in need of rapid clinical/service recovery intervention. Through starting a post-discharge outreach call program with NRC Health, patients are more fully supported in being the center of their care and ensuring a transition to home safely.

The program also provides real-time reporting for outcomes and compliment reports, which are available at the unit, aggregated department, or hospital dashboard levels. These reports are automatically generated by NRC Health, and update in real-time, where no additional data crunching is required for the information you need, when you need it. Please watch for the post-discharge call program overview email invite to attend one of the training sessions prior to our program go-live date tentatively scheduled as <<Insert>>.

Sincerely,

<<Name>>

# Patient Communication: Discharge Letter

## **IMPORTANT: Follow-up Phone Call Once You Arrive Home**

Sometimes patients have questions after leaving a hospital, and that's why we call you at home. We want to make sure you're okay and answer any questions you may have.

### **About the Call**

Within the next 3 days, you will receive a telephone call that we ask you answer.

The call is only about 2 minutes and is an outreach from our hospital to ensure you will be able to care for yourself safely without any questions once home. It's different than a patient survey that asks about patient satisfaction that you may receive at a later time.

### **We're Here to Listen**

If you have new questions or concerns once home, we're here to listen, and we want to know how you are doing after you leave our hospital. Addressing any final care needs once you arrive home is important to us as a part of your partnering with us for your care.

Sincerely,

<<Name>>

Chief Nursing Officer

# Patient Communication: Discharge Letter (Spanish)

## **IMPORTANTE: Llamada telefónica de seguimiento una vez que regresa a su hogar**

A veces, los pacientes tienen preguntas después de salir del hospital y es por ese motivo que lo llamamos a su hogar. Queremos asegurarnos de que esté bien y responder a cualquier pregunta que pueda tener.

### **Acerca de la llamada**

Dentro los siguientes 3 días, recibirá una llamada telefónica que le pedimos que responda.

La llamada dura solo 2 minutos aproximadamente y es una manera de acercarle nuestro hospital a usted para garantizar que pueda cuidarse de manera segura sin ninguna pregunta una vez en casa. Es diferente a una encuesta de pacientes que pregunta sobre la satisfacción del paciente que puede recibir más adelante.

### **Estamos aquí para escuchar**

Si tiene nuevas preguntas o inquietudes al llegar a su hogar, estamos aquí para escuchar, y queremos saber cómo se encuentra después de salir de nuestro hospital. Abordar cualquier necesidad de cuidado final una vez que llegue a su hogar es importante para nosotros como parte de su colaboración con nosotros para su atención.

Atentamente,

<<Name>>

Director de Enfermería

# Call Script and Best Practices for Nurse Champions

Successful calls to patients are conversational in tone and focused on anything the hospital can do to make sure their questions are answered and that they have transitioned home safely.

Sometimes a call is placed to a patient who has no additional issues or questions. They may have answered questions on the discharge call incorrectly or received answers to their outstanding questions after the discharge phone call took place. These patients should still receive a call from <<Hospital>> to ensure no further questions are present.

## Script

Hello. This is <<name>> at <<Hospital>> I am calling to follow up on a recent **inpatient** hospital experience. Is this <<patient name>>?

*[If 'No']:* Is this an authorized caregiver for <<patient name>>?

Do you have time to answer a few quick questions?

I wanted to follow up on your recent **inpatient** stay at <<Hospital>> to ensure that all your questions were answered and that you have transitioned home safely.

*[Based off the alert that was triggered (Instructions, Medication, Appointment, General Questions, etc., use the information available in EMR for guidance and confirm with the patient what triggered an alert/why they are getting this follow up call].*

Based on the answers recorded during a discharge phone call, I see that you may have questions around <<alert theme, i.e. "medications">> that were prescribed/reviewed at discharge. Do you still have questions/concerns around this?

*[If patient answers 'YES' please use first response below]*

*[If patient answers 'NO' please use second response below]*

1. [Based on the patient's responses, guide them to the appropriate next steps regarding their type of alert/concern].
2. Thank you. Do you have any other questions or concerns at this time that I can help with?

Thank you so much for your time and for choosing <<Hospital>>.

# Best Practices for Calls

1. Have call script in front of you for easy access to questions asked to the patient.
2. Explain that this call is happening because of the way they answered questions on the discharge phone call.
3. If an alert was triggered but the patient states that they have no questions or concerns (because the patient answered the questions incorrectly or because they already received answers to their questions) still, ask if they have any additional questions that need answered and thank them for their time.
4. Block out dedicated time each day to make follow up calls AND make initial call to patients within 24 hours of the alert.
  - a. You are more likely to reach a patient if you call closer to the 11am-1pm call window time. This ensures that patients have their issues top of mind, helping to eliminate false alerts.
5. Call Clinical Alerts first because they are usually more time sensitive.
6. If possible, try at least three call attempts on consecutive days before closing an alert unresolved.