



# How two leading health systems leverage Human Understanding® to increase Net Promoter Scores

FEATURING: GUNDERSEN HEALTH SYSTEM | M HEALTH FAIRVIEW

3.0 pts<sup>↑</sup>

GUNDERSEN HEALTH SYSTEM  
INCREASE IN NPS

4.0 pts<sup>↑</sup>

M HEALTH FAIRVIEW  
INCREASE IN NPS



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## SUMMARY

**Gundersen Health System** and **M Health Fairview** are among the NRC Health partners that have implemented the The Human Understanding Metric (HU<sup>me</sup>)<sup>SM</sup> — “Did everyone treat you as a unique person?”— into their patient experience surveys. Supporting this effort with intentional strategies to engage leaders and teams, these systems are now enjoying unprecedented increases in NPS.\* After implementing the HU<sup>me</sup> as part of a field test in January 2022, Gundersen Health System’s **NPS score grew by 3 points**. M Health Fairview implemented the HU<sup>me</sup> in December 2022 and saw an **NPS increase of 4 points—among the largest growth so far of all the partners using the measure**.

## OPPORTUNITY

Gundersen and M Health Fairview rallied around the larger idea and importance of human-centered care, creating strategic processes around a Human Understanding<sup>®</sup> movement. While the two organizations are very different, they experience common themes around intentional effort and alignment, process improvement, and building the infrastructure to elevate compassion as the heartbeat of their cultures.

“What’s really important is leveraging a patient’s story—holding it as something really delicate, special, and important”

— **Shannon Hulett**, DNP, RN, CNL,  
Director of Gundersen Patient Experience

“Human Understanding is compelling and easy to add, because it connects the people’s passion and purpose...”

— **Casey Arends**, M Health Fairview  
Customer Experience Manager

\*NPS measures patients’ likelihood to recommend by subtracting the percentage of detractors (0-6 on a 10-point scale) from the percentage of promoters (9-10).



## CASE STUDY

### SYSTEM-WIDE STRATEGIES

**Gundersen** has long been engaged with NRC Health to improve service excellence, patient experience, and Human Understanding. Experience leaders worked across the organization to build awareness of the power of human connection as it aligned with its own research and systemwide goals, including Diversity, Equity, and Inclusion efforts. With strategic attention and resources, Gundersen aimed to deliver enhanced focus, alignment, resources, and efficiency, because human connection relates to many organizational priorities, and the organization invests in relentlessly caring for patients and families.

**M Health Fairview** recently began refreshing its customer experience service standards: a set of ideal behaviors that support the key elements of an interaction from the perspective of patients and their families. This involved interviewing patients and family members, frontline staff, and leaders to identify and understand the most important or impactful elements of their experiences. The organization then used that feedback and other research to develop simplified service standards that could be applied to all interactions, not just clinical care.

#### Gundersen Health System: Increases in Net Promoter Score and Human Understanding Metric (Medical Practice)



#### M Health Fairview: Increases in Net Promoter Score and Human Understanding Metric (Medical Practice)



Net Promoter Score measures patients' likelihood to recommend by subtracting the percentage of detractors (0-6 on a 10-point scale) from the percentage of promoters (9-10).  
HUme: "Did everyone treat you as a unique person?" (Percent rated 10)

(Note: HUme data collection began late January 2022).

### WHY HUMAN UNDERSTANDING MATTERS

Human Understanding matters at the market and individual levels because it is a direct pathway to excellent brand perception and an outstanding evaluation of the care experience. NRC Health's Human Understanding Program is geared toward helping organizations measure market perception and track and improve the care experience. Treating patients as individuals—connecting with them, listening to them, and partnering with them—is the foundation for developing relationships that promote better health and more equitable healthcare.