

Satisfaction up 9.9%— The patient feedback difference

Read the full story at nrchealth.com/resource/the-patient-feedback-difference/



**RECURRING SERVICE
ISSUES DETECTED
AND RESOLVED**

169%

**INCREASE
IN PATIENT
RESPONSE RATES**

9.9%

**SYSTEM-WIDE
IMPROVEMENT IN
OVERALL SATISFACTION**

SUMMARY

Leaders at a five-hospital organization in eastern Virginia, wanted to improve the organization's patient experience. But existing feedback mechanisms failed to give leaders the insight they needed. They turned to NRC Health to learn where they should direct their efforts at intervention.

"If we received a complaint or concern through HCAHPS, by the time it got to us, our staff would barely be able to recall the incident. We wouldn't have the information to fix it. We had to improve on that. "

—Health system CNO

OPPORTUNITY

Leaders in a five-campus health system struggled to identify concrete steps for experiential improvement. They needed sharper insight into the care experience. They needed to see, with clarity and specificity, exactly where the organization fell short of patients' ideal experiences. For this they turned to NRC Health.

SOLUTION

NRC Health's patient-survey attempts to reach 100% of patients within 48 hours of their care episodes. Delivered via email, SMS, or interactive voice recognition (IVR), NRC Health captures patients' impressions while their encounters are still fresh in their memory. NRC Health offers patients open-ended questions, giving them the opportunity to voice their concerns beyond a simple numeric score. An AI-based process called Natural Language Processing (NLP) algorithmically sorts these comments, automatically cataloguing them by sentiment and service area. This gives leaders immediate insight into patients' specific areas of concern.

RESULTS

NRC Health's open-ended questions proved invaluable for efforts at experiential improvement. It's NLP technology uncovered opportunities that, with traditional feedback mechanisms, would have been impossible to detect.

- Leadership was able to pinpoint miscommunication in the lab to ensure that patients were not waiting longer than they needed to in the future.
- Able to prioritize new beds in a unit.
- Quicker throughput within the ED which in turned increased overall satisfaction by 9.9% for the health system.

LEARN MORE

For more on NRC Health solutions, call 800.388.4264 or visit nrchealth.com/demo.