

# Consumer Experience



THE *MOST HUMAN* WAY TO UNDERSTAND AND CONNECT WITH YOUR CONSUMERS

## Know your consumers inside and outside the walls of the care setting



PX

CX

EX

MX

PATIENT | CONSUMER | EMPLOYEE | MARKET

Healthcare's most comprehensive experience management platform.

NRC Health gives healthcare organizations the technology and intelligence to create the most human healthcare experiences for patients, consumers, employees, and the markets they serve—to help eliminate friction, improve outcomes, and drive business results.

[nrchealth.com](https://nrchealth.com)

# Consumer Experience

THE *MOST HUMAN* WAY TO  
UNDERSTAND AND CONNECT  
WITH YOUR CONSUMERS

To best serve your community, you must truly understand them. We go beyond data and numbers to bring the actual voices, preferences, and perceptions of your healthcare consumers to the table.

No guessing, no irrelevant data. Just real healthcare consumer input to inform strategic business decisions and co-design experiences. Our next-gen solutions are designed to fit into real lives, transforming healthcare into a more inclusive and responsive system that makes it easy to acquire and engage consumers beyond the clinical setting.

## Consumer Experience Solution



### CAPTURE FEEDBACK ACROSS THE HEALTHCARE JOURNEY

Illuminate the blind spots left by traditional, encounter-based experience programs by gathering insights on all aspects of the consumer experience, including touchpoints like scheduling, bill pay, and waiting areas.



### DRIVE CHOICE TO BUILD VOLUME

Build frictionless digital and access pathways with consistent feedback from users, service recovery tools for your team, and insights for decisions makers.



### CO-DESIGN EXPERIENCES AND SERVICES

Build programs with scalable direct feedback from the community.

## CX Offerings:

- **Review Publishing:** Publish verified patient reviews to your website with minimal effort, with NRC Health editors only flagging comments that need your review.
- **Review Monitoring:** Encourage more reviews on sites such as Google and Healthgrades with automated requests triggered by **NRC Health Experience** patient outreach, while safeguarding your brand through prompt, automated responses.
- **Listings Management:** Keep your information current everywhere people look for care by connecting to major consumer and healthcare sites and using AI to scan for issues, flag mismatches, and recommend one-click or fully automated updates.
- **nGage:** Address key moments beyond clinical care, such as scheduling and billing, with cross-journey listening.
- **Community Insights:** Tailored research solutions to answer specific business questions.

Turn patient voices into a competitive edge.



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