CASE STUDY
EXECUTIVE SUMMARY

nrc HEALTH

Consumer experience drives patient app development at Tidelands Health

30K+ App downloads in first two months

Access to thousands of consumer voices in Community Insights panel

Key functionality and features in the MyTidelands Health app

READ THE FULL STUDY

SUMMARY

Tidelands Health, a leading healthcare provider in coastal South Carolina serving the fastest-growing area in the country, understands that every relationship starts before a patient enters the health system's doors. The organization focuses on the impact it can make by interacting with its community. Tidelands Health has homed in on elevating the importance of access and ensuring that a digital front door is available and visible to consumers before needs arise. Tidelands Health embarked on a transformative journey to enhance patient the experience and community engagement through innovative digital solutions.

OPPORTUNITY

Some of the challenges in a high-growth market are access, workforce, and recruitment. Another challenge is having the systems and capability to handle scaling growth. To help address ease of access, Tidelands Health developed a custom app to support consumer needs beyond a typical patient portal. Using NRC Health's Community Insights, Tidelands Health was able to survey a panel of thousands of their own patients and consumers, and dig deeper into what functionality patients wanted in a healthcare app.



"It's been very, very successful, and I think it's been successful because we listened to our consumers and acted on what they told us rather than assuming that we knew."

—**Amy Stevens**, Vice President of Marketing and Communications, Tidelands Health

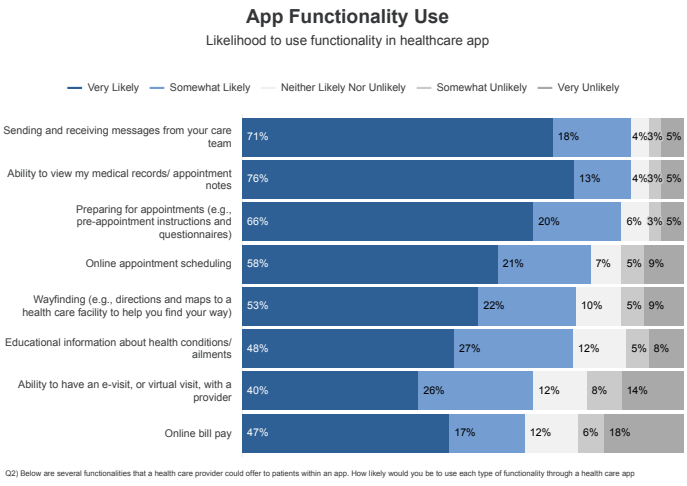
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SOLUTIONS AND RESULTS

Including consumer voices from the start. Through an online survey conducted in July 2023, Tidelands Health identified key features desired by consumers such as appointment scheduling, bill payment options, and robust wayfinding capabilities.



Additionally, the organization's entire marketing program is built on content strategy, using a digital content hub to share hundreds of pieces of health content a year—whether that's written articles, videos, or podcasts. And it worked. After the app launched in early March 2024, leaders saw 30,000 downloads, outpacing similar services at health systems five times larger than Tidelands Health.

Putting community health partnership into action. Co-designing the app with consumers and strategically launching it with Tidelands Health's Epic go-live to include MyChart was no small undertaking.

Tidelands Health leaders say that ongoing measurement and feedback around how people use the app is a living, breathing thing. They plan to continue evolving to meet those needs and help ensure they're growing to be what their community wants them to be.

LEVERAGING NRC HEALTH TOOLS

"NRC Health allowed us to move from anecdotal to actionable data," Stevens says. "The integration of functionality is really important for us, in that we have a single partner with whom we are running our patient-satisfaction survey, provider ratings and reviews, and Community Insights panel. From an administrative and leadership standpoint, I get a much more holistic look, because they integrate with and touch each other. So that's been incredibly valuable for us."

NRC Health has helped more than 200 diverse health systems get the insights and voices to support a variety of strategic and operational business challenges facing healthcare leaders. Delivering 2,000+ research studies over five years, the company has built a broad range of research expertise.



"With good, actionable data, and demonstrating need, it became easy for the organization to recognize that our consumers were telling us what was important. We are seeing tremendous results from that investment."

—**Amy Stevens**, Vice President of Marketing and Communications, Tidelands Health

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