

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



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

Consumer Experience

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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 Solutions



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, real-time 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 Management Solutions:

LISTEN

- **nGage:** AI-powered, cross-journey conversational listening
- **Community Insights:** Tailored research solutions to answer specific business questions
- **Monitoring:** Identify third party reviews and ratings and get the opportunity to respond and protect your brand

UNDERSTAND

- **nQuire:** AI-powered smart feedback using natural language prompts
- **Digital Insights:** Understand consumer actions and behaviors in digital environments

IMPROVE

- **Publishing:** Calculate star ratings from your existing patient survey data and publish it directly to your website
- **Contact Center:** Drive personalized experiences and improvement in real-time
- **3rd Party Review Generation:** Rapidly improve performance on review sites like Google

Reduce healthcare friction to build loyalty, win, and retain more patients.



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