

# Client Communication Package

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Consumer Experience (CX)



Human Understanding®

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# Website Language

## Patient Guide to Patient Experience Ratings & Reviews

[Organization Name] values the partnerships we have with our patients and their loved ones. We are committed to providing you with the information you need at your fingertips to make informed decisions about your health care, and about the physicians and other providers who walk the care journey with you. As part of that commitment, we now post our physicians' patient satisfaction ratings online.

To assist you, we have developed this guide to help patients, family members and those considering appointments with [Organization Name] providers understand how we capture and report our patient experience ratings.

## About Our Survey

[Organization Name] is focused on providing an exceptional experience in every care interaction. To ensure that we are holding ourselves to the highest standards, we partner with an independent patient satisfaction company. All ratings are submitted by actual patients and verified. NRC Health provides the technology to display ratings and comments on our provider profile pages.

## Frequently Asked Questions

### **Who Receives the Survey?**

The survey is sent to [Organization Name] patients within a few days following their visit. Patients are asked to complete the survey and provide comments. We use this feedback to improve and enhance the care we offer.

### **Do You Post All Comments?**

[Organization Name] is committed to transparency. That means posting all relevant feedback – whether it is positive or negative. However, we do not post comments that are libelous, profane, or those that risk the privacy of our patients. Every provider rating is published regardless of comment status.

### **What Questions Do We Ask?**

[Organization Name] asks patients to evaluate their likelihood to recommend our providers and/or our organization, while also providing a space for comments. Results are used to evaluate patients' overall perception of care and to identify areas for improvement.

### **Why Don't We See Patient Ratings and Comments for Every Provider?**

Industry best practice is clear that more data provides a more accurate picture. That is why we require a minimum of 30 completed patient surveys per provider before we post a rating. Over time, with more surveys received on an ongoing basis, the number of rated providers will increase.

### **Can anyone complete a survey or post a comment about a provider?**

No. Only patients having a visit with a [Organization Name] provider may be selected to receive a survey. The results are based entirely on patients who have been treated by the provider.

### **How is patient information protected?**

Patient names are not displayed through the online ratings and comment reviews. All personally identifiable information is removed prior to display.

# Provider Communication Letter

Dear [Provider Name],

As part of [Healthcare System]'s commitment to providing accurate and comprehensive information to our patients, we are excited to announce the launch of a new Ratings and Reviews feature on our website. This initiative is designed to improve transparency, elevate your professional reputation, and provide patients with reliable data to make informed healthcare decisions.

## Why This Matters

Many online rating platforms reflect only a small, often unrepresentative sample of patient feedback, sometimes including reviews from individuals you've never met. Our new Ratings and Reviews system, powered by NRC Health, will address these inaccuracies by showcasing data collected through validated patient surveys.

## Key Benefits

- **Representative Data:** Only providers with at least 30 completed surveys will have ratings displayed, ensuring a fair and accurate representation. Most of our providers will have feedback based on hundreds of surveys annually.
- **Improved Visibility:** Ratings and comments will be displayed on your profile within the new [Healthcare System] website, giving patients a comprehensive view of your care quality.
- **Better Online Presence:** Accurate data helps patients spend more time on our site, engaging with credible information about our providers.

## Next Steps

- Review the attached FAQ document for additional details about the Ratings and Reviews system.
- Stay tuned for updates as we approach our launch date.

If you have questions or concerns, please don't hesitate to reach out to [Point of Contact] at [Phone Number] or reply to this email directly.

Thank you for your dedication to providing exceptional care to our patients. This initiative celebrates your hard work and enhances our collective reputation.

Warm regards,

[Your Name]  
[Your Title]  
[Healthcare System]

# FAQ For Your Organization

As part of [Organization Name] commitment to excellence, accountability, and Human Understanding<sup>®</sup>, we have partnered with NRC Health to post provider ratings and reviews on our website. The ratings and reviews are derived directly from the experience survey.

## What are provider online ratings and reviews?

Provider online reviews consist of two parts:

1. Patient Rating

**Patient Rating**  
★★★★★  
4.9 out of 5  
49 Ratings  
17 Comments

2. Open-ended comments about the provider

★★★★★  
Sep 6, 2016

The care that I receive from Doctor Bursey is the best I could ask for.

## Where do the ratings and reviews come from?

[Organization Name] asks patients to evaluate their likelihood to recommend our providers and/or our organization, while also providing a space for comments. Results are used to evaluate patients' overall perception of care and to identify areas for improvement.

## Why are we doing this?

- **Transparency** - 77% of consumers begin their health care search online. As healthcare shopping trends move towards a more retail approach, consumers expect transparency around cost, quality and what kind of experience was had by fellow consumers (patients).
- **Consumer Trust and Confidence** - When current or potential patients read about the experience of other recent patients, it helps validate their own experiences or desires with a provider and ultimately drives consumer trust.
- **Reputation Management** - By sharing our own ratings/reviews from NRC Health, we are sharing verified ratings and reviews from real patients.
- **Search Optimization** - As consumers continue to utilize online search engines to find their healthcare, ensuring our providers come to the top of the search list is critical. Even though we do not have control over the "Google algorithm," we can do things to better our chances – as Google loves reviews that are unique, timely and relevant.

**Where will the reviews be posted?**

The reviews will be posted on our individual provider pages. Only providers with 30 or more returned surveys will have ratings/reviews posted.

**How are the star ratings calculated?**

Patient responses are linearly converted to an industry-standard 1-to-5 scale, consistent with all other online rating and review websites (Yelp, Google, Amazon, TripAdvisor, Vitals, Healthgrades, etc.).

**Are all comments posted as reviews?**

We are committed to posting all patient feedback – both negative and positive. However, we will not post comments that are libelous, slanderous, profane or those that risk the privacy of our patients. If you feel that an inappropriate comment has been posted, please contact your advisory group.

**Can providers review comments before they are posted?**

Yes, providers will have the ability to review their comments via the individualized “Clinician Summary”, which they will receive via email. This allows providers to view which comments will be published to their specific page on our public-facing website.

# Star Rating Formula

## Conversion formula and tables for CAHPS response scales

This summary contains detailed instructions about how each CAHPS response scale can be converted to 1-5 star scale, as well as a general formula for converting any response scale into a 1-5 star scale.

### CAHPS conversion charts:

All rating question responses are linearly converted to a 5-point scale. For the affected CAHPS questions, one of the three tables below can be referenced to perform this conversion.

| Questions Response Scale (p=11) | Star Rating Conversion |
|---------------------------------|------------------------|
| 10 (r=11)                       | 5 Stars                |
| 9 (r=10)                        | 4.6 Stars              |
| 8 (r=9)                         | 4.2 Stars              |
| 7 (r=8)                         | 3.8 Stars              |
| 6 (r=7)                         | 3.4 Stars              |
| 5 (r=6)                         | 3 Stars                |
| 4 (r=5)                         | 2.6 Stars              |
| 3 (r=4)                         | 2.2 Stars              |
| 2 (r=3)                         | 1.8 Stars              |
| 1 (r=2)                         | 1.4 Stars              |
| 0 (r=1)                         | 1 Star                 |
| Questions Response Scale (p=3)  | Star Rating Conversion |
| Yes, definitely (r=3)           | 5 Stars                |
| Yes, somewhat (r=2)             | 3 Stars                |
| No (r=1)                        | 1 Star                 |
| Questions Response Scale (p=4)  | Star Rating Conversion |
| Always (r=4)                    | 5 Stars                |
| Usually (r=3)                   | 3.66 Stars             |
| Sometimes (r=2)                 | 2.33 Stars             |
| Never (r=1)                     | 1 Star                 |

### Universal conversion formula:

The following formula can be used to perform a linear conversion of any rating response scale into a 1-5 star rating scale.

$$\text{Star Rating} = \left( \frac{4}{p - 1} \right) \times (r - 1) + 1$$

**In this formula, the variables are defined as follows:**

$p$  = the number of possible response values on the original response scale

$r$  = patient's raw numerical response number (responses are ordered with 1 being the worst response counting upward to  $p$  being the best response)

*Note: In response scales containing the option of a response value of "0" (e.g., the overall 11-point rating question with a 0 to 10 response scale), the lowest possible response value is assigned the lowest possible star rating value of 1.*

**Example:** Using the 11-point rating scale with response options ranging from 0 to 10, let's examine the application of this formula to arrive at our answer. The  $p$  in this case is 11, and if the respondent selected "7" for their response, the  $r$  would be 8 (as 7 represents the 8th ordered response value). Applying the formula gives us  $0.4 \times 7 + 1$  which calculates to 3.8 stars for this question.