CASE STUDY
EXECUTIVE SUMMARY

nrc HEALTH

Culture of ownership drives remarkable gains in patient experience

United Regional's commitment to accountability and engagement

71% of patient detractors were converted into promoters after follow-up contact

Net Promoter Score (NPS) rose from **15.1%** to **71.5%**

Cultural shift toward ownership and transparency

READ THE FULL STUDY

SUMMARY

United Regional Health Care System, a nonprofit hospital in rural Texas, has become a national model for how strategic service recovery, frontline empowerment, and real-time feedback can elevate the patient experience.

Located in Wichita Falls, Texas, United Regional serves a geographically vast and medically underserved population, often acting as the only accessible provider of trauma-level and specialty care.

In partnership with NRC Health, United Regional implemented a proactive, system-wide approach to service alerts that has transformed both patient outcomes and internal culture. By equipping nurse leaders with the tools—and the permission—to personally follow up with patients, the organization saw a dramatic improvement in experience metrics and team morale alike.

> "Before NRC Health, I dreaded being asked for data. Now, I can walk into a unit and show exactly what's working and what's not. It's empowering."
>
> —**Ryan Graves,** Director of Patient Experience, United Regional Health Care System

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