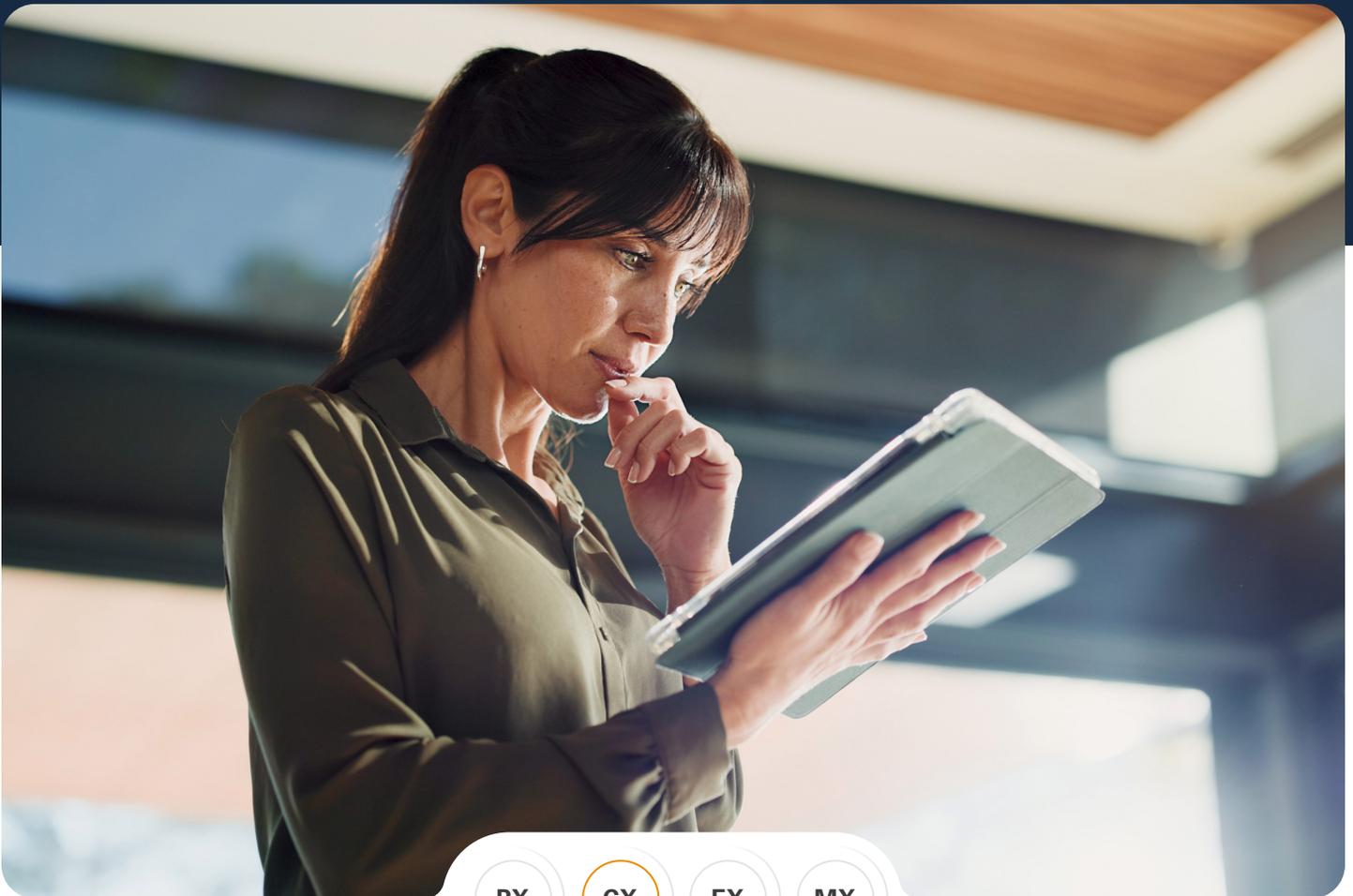


Listings Management



YOUR EDGE IN THE AI SEARCH ERA

Make Your Clinicians and Locations Easier To Find



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

Accurate, consistent listings are essential for being discoverable in search, especially as AI-driven search becomes the new front door to care. **NRC Health Listings Management** keeps 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. By keeping your data accurate and structured with minimal effort, **Listings Management** helps you stay visible today and confidently ready for the AI-driven search experiences ahead.

Listings Management Highlights:



NETWORK INTEGRATIONS

Extend your search reach by ensuring providers and locations appear everywhere your consumers look. Connect to leading healthcare and consumer sites, like Google, Healthgrades, Vitals, and WebMD, from one centralized platform.



AI LISTINGS MANAGEMENT

Boost accuracy and visibility with Genius Search, which scans for errors, surfaces smart recommendations, and enables one-click updates, improving relevance and search performance with minimal effort.



GEO-RANK

Understand your competitive landscape with a map-based view of local search rankings. Track your position against competitors by keyword, device, and location using an intuitive, color-coded grid.



INSIGHT DASHBOARDS

Get a clear view of listings health with dashboards that surface local SEO insights, emerging search trends, and more, helping teams quickly spot issues and opportunities across all locations.

Why It Matters

- Traditional and AI search engines prioritize accuracy and relevancy, meaning incorrect listings can lower rankings and reduce visibility.¹
- Incorrect details, like outdated hours, wrong addresses, or missing services, can send consumers elsewhere and directly impact revenue.¹
- Inaccurate listings can damage credibility: 4 out of 5 consumers lose trust in an organization when they encounter incorrect information.¹

¹ Entrepreneur, "Are Your Business's Local Listings Accurate and Up-to-Date? Here Are the Consequences You Could Face If Not," 2024

Prepare for AI Search Era with AI Listings Management

AI is reshaping how consumers choose care, prioritizing organizations with clean, verified, and relevant data. AI Listings Management keeps your information current and structured, positioning you for the next generation of AI-led search experiences.

Genius Recommendation

Secondary Category

Flu Shot Clinic Pending

Search recommendations

High

Increase the potential to be found in additional **35.0K** searches.

Locations (28)

Location and ranking impact