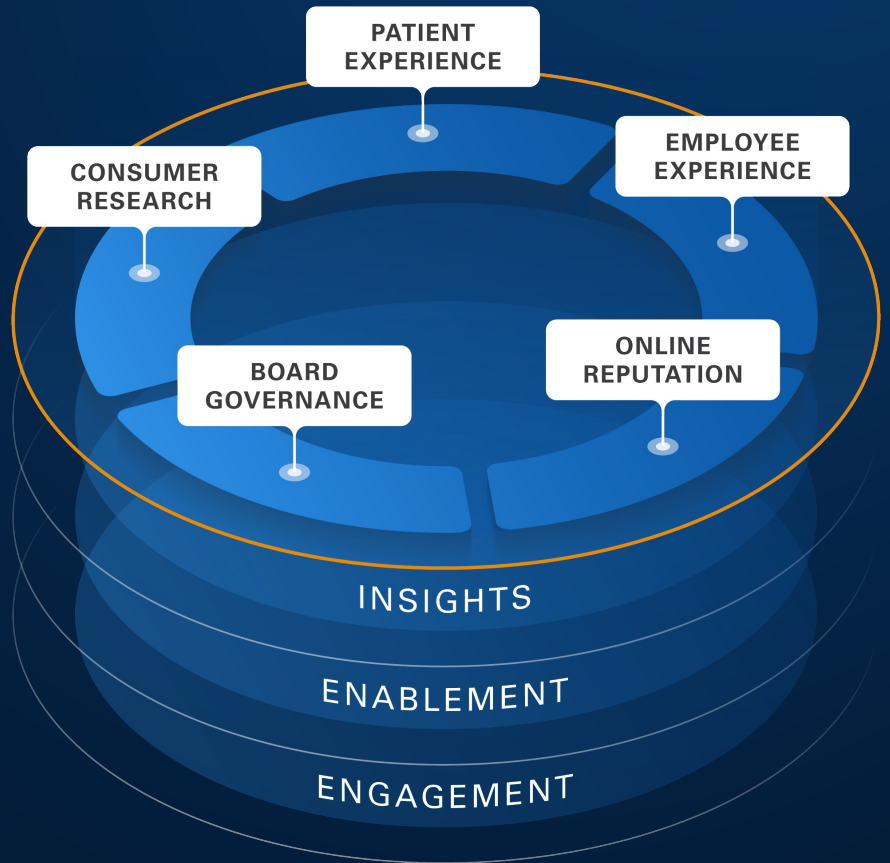




Action-Ready Human Understanding, Purpose-Built for Healthcare

45+ years of healthcare expertise powering tools, workflows, and services that turn human insight into informed action and forward momentum for patients, consumers, employees, leaders, and boards.



Trusted by Top Organizations



The Most Human Way to Deliver:

INSIGHTS

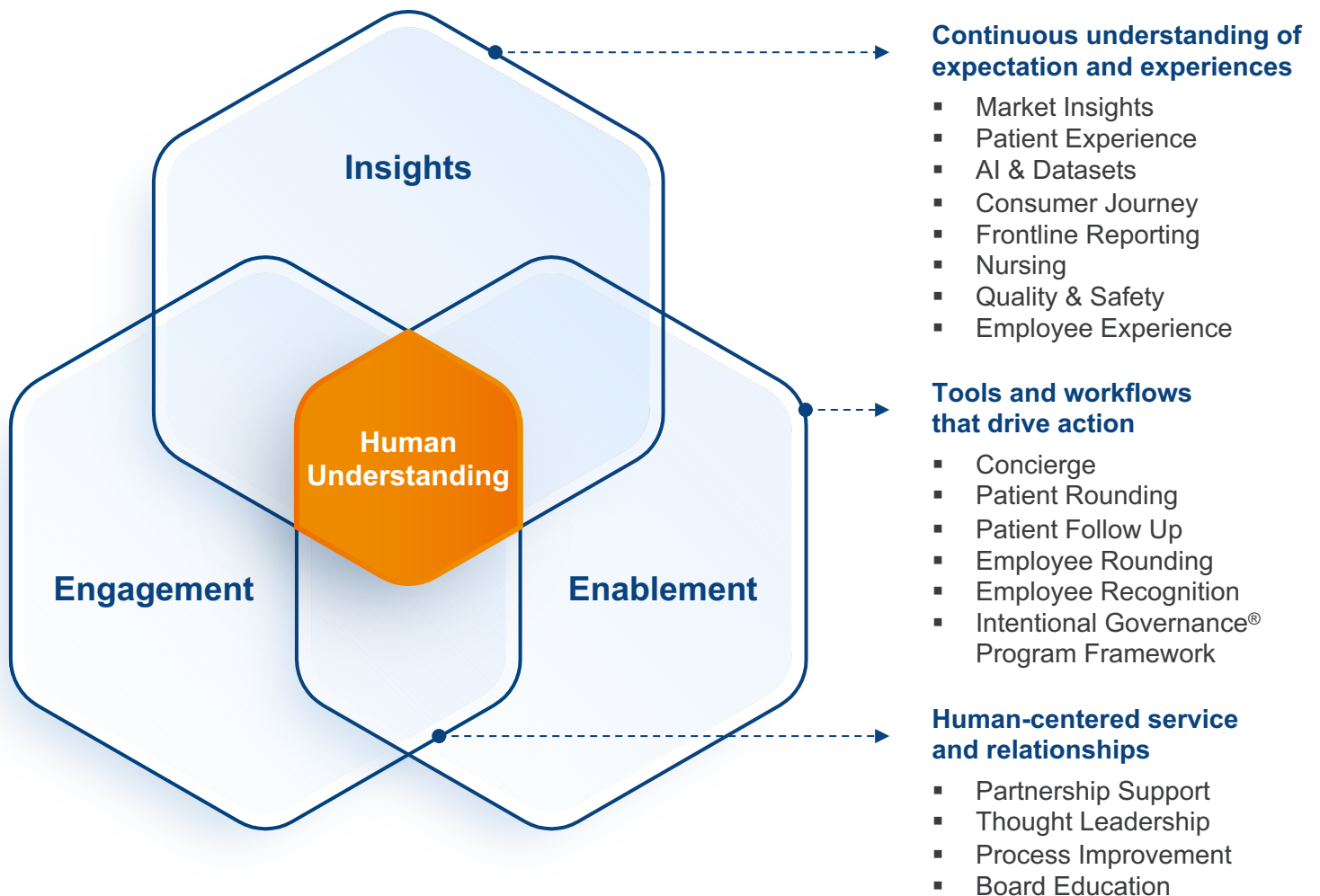
Continuous understanding of expectations and experiences, helping reveal where to focus and why.

ENABLEMENT

Tools and workflows that go beyond data to deliver action-ready solutions to move the meter across experience, trust, brand, and governance.

ENGAGEMENT

Human-centered service and relationships that bring trusted guidance, education, and partnership.



Our Human Understanding[®] Portfolio



Patient Experience

Deliver a 360-degree view of your patients across the care journey, **powered by a proven platform trusted by more than 5,000 facilities and processing 30M+ surveys annually**, so your teams can act faster and improve outcomes.

- **Actionable feedback, faster:** Capture feedback to identify and resolve issues early through leader rounding, targeted discharge calls, and broad outreach within 24-72 hours.
- **Built for compliance & beyond:** Fully support CAHPS while enabling continual improvement.
- **AI-enabled recovery & insights:** Use automated alerts, suggested responses, and AI-driven analysis to reduce burden and accelerate service recovery.
- **Embedded in daily operations:** Integrate leader rounding and automated, personalized clinician outreach to translate feedback into coaching and recognition opportunities.



Employee Experience

Strengthen the culture that delivers care by acting on employee experience as a leading indicator of patient outcomes, as **9 of 10 nurses say a positive employee experience helps them deliver better patient care¹**.

- **Early risk visibility:** Identify engagement, safety, and retention signals before they impact care.
- **Expanded listening:** Pair structured listening with employee rounding to uncover actionable insights.
- **Rapid activation in weeks, not months:** Deploy rapid access to insights and prescriptive tools to help leaders act while feedback is still relevant.
- **EX and PX alignment:** Bring employee, patient, and Culture of Safety data together in one view to reveal how workforce experience can shape patient experience and outcomes.

¹ Bain & Company, "It's a Love Story: The Power of Patient and Employee Experiences in Healthcare."



Online Reputation

Build trust, influence choice, and prepare for AI search era by showing up accurately, consistently, and transparently wherever your consumers look, **supported by experience publishing more than 30M reviews.**

- **Verified performance signals:** Publish ratings and patient feedback to inform consumer decisions.
- **Timely response and recovery:** Generate and monitor reviews across third-party sites and enable timely response and follow-up.
- **Digital accuracy at scale:** Keep clinician and location information consistent across key consumer channels.
- **AI-driven efficiency:** Use automation and recommendations to maintain a reliable, up-to-date presence.



Consumer Research

Deliver a longitudinal, always-on view of your consumers, **powered by the nation's largest syndicated healthcare consumer study**, so your leaders can anticipate where the market is headed and invest with confidence.

- **Market visibility:** Access 200+ questions across growth, innovation, access, and brand themes.
- **Trended, historical insights:** Leverage 10+ years of trendable data and 300K+ annual consumer responses.
- **Segmentation & competitive data:** Segment by demographics, insurance, health profile, and propensity, while comparing your brand to peers.
- **Versatile research formats:** Use revolving question sets, personalized questions, and qualitative formats like focus groups, ad testing, and online bulletin boards to stay ahead of emerging trends.
- **Methodological rigor:** Leverage nationally representative, Census-weighted data with consistent methodology across regions.



Board Governance

The Governance Institute (TGI) strengthens governance effectiveness with a proven, intentional approach built for today's healthcare boards, delivering leading-edge education, programs, and events tailored to individual needs.

- **Assessment-driven improvement:** Access 18+ assessments spanning boards, committees, CEOs, competencies, and governance practices, paired with custom development plans aligned to board priorities.
- **Expert-led education, year-round:** Participate in annual conferences and webinars to gain valuable insights, hear world-renowned speakers, and network with other healthcare organizations.
- **Applied learning that sticks:** Reinforce learning and retention through dilemma-based modules that apply learning to real-world situations.
- **Secure, modern governance:** Streamline collaboration and reporting through member portals and board technology.
- **White-glove partnership:** Receive tailored support from dedicated Member Success Partners and Governance Advisors.



Huey™

Healthcare's first and most advanced AI engine for healthcare experiences.

Just like you might use AI in everyday life to quickly find answers or get recommendations, Huey helps you make sense of experience data faster, taking on time-consuming tasks so your teams can spend more time coaching, strategizing, and focusing on the human side of healthcare.

Huey for Insights

- ◆ **Discover what drives experience:** Explore thousands of patient comments in minutes with conversational search.
 - Saved ~10K hours of analytical work in 2025.²
- ◆ **Understand the emotions behind the experience:** Identify patterns in patient comments with sentiment and theme analysis.



Powerful, secure,
and private

Huey for Workflow Enablement

- ◆ **Show patients you're listening:** Acknowledge feedback while reclaiming time with AI-generated scripts.
 - Closes 65% of alerts on average, saving partners ~139 days of work³
 - 3 in 5 alerts prime for full automation
- ◆ **Go from rounds to results:** Debrief faster and act with confidence with AI-powered rounding summaries.
- ◆ **Keep improvement moving:** Drive ongoing improvement by auto-surfacing key drivers, metrics, and next steps with guided process improvement.



Responsible
and ethical



A more human
way to collect, analyze,
and deliver feedback

² Calculation: Each prompt saves ~1 hour. With ~10,000 prompts in 2025, Huey delivered roughly 10,000 hours of time savings.

³ Calculation: 20,000 closed alerts. ~10 minutes saved per alert equates to ~200,000 minutes. 1 hour = 60 minutes. 1 day = 24 hours * 60 minutes = 1,440 minutes. 200,000 (minutes saved) / 1,440 (minutes in a day) = 138.888 days.

What the Industry is Saying



The team at NRC Health has been an exceptional extension of our own, living out the values of Human Understanding, transparency, and true partnership. Their unwavering commitment to empathy and open communication has been instrumental in helping us elevate our patient experience performance. With NRC Health by our side, we've found not just a partner, but a team that genuinely cares about our mission and the people we serve."

— Health System Leader & NRC Health Partner



Our NRC Health team is the BEST! They are wonderful to work with and are quick to respond to any of our questions/needs. We also love working with other individuals who get pulled in regularly to support our improvement efforts."

— Health System Leader & NRC Health Partner

Independent Validation



Co-designed with the frontline for real-world solutions



Partner with 75% of the top 200 health systems



Completed over 14.4 million medical practice surveys



118+ million outreaches annually



118,000+ ambulatory clinical providers



5,000+ facilities



26,000+ ambulatory clinics