

Notes from Vendors:

## **NRC Health**

### ***In Follow up:***

- The number one thing consumers are looking for when shopping healthcare are five star-ratings and reviews for physicians. This will also direct you to our online transparency resource library as well.
- o <http://hctransparency.org/importance-patient-ratings-reviews/>
- (Attached) are the slides from our presentation (In summary, NRC Health has worked with healthcare organizations for 35+ years, working with about 80 of the 100 healthcare entities currently publishing ratings and reviews to their website. We have had repetitive success hospitals that work with survey vendors across the board (and work with more PG clients than any other Transparency vendor).
- Our partners have seen benefits through:
  - o Organic push to the #1 spot in Google search (minimizing any current SEO spend)
  - § Increase in website traffic
  - o Increased physician buy-in and improvement
  - § Average of 1 new patient, per physician, per month
  - o Channels to improvement through star-ratings as well as opportunity for improvement efforts via short videos around various initiatives (Practicing Excellence)
  - o Improvements to experience scores (for the patient experience folks)
- If you are interested, we are happy to aggregate your star-ratings at no charge to give your physicians a feel for how this can promote them and to promote readiness within your organization. As a reminder, this is an initiative focused to help improve and grow their business as a physician.
- I have also attached some slides inclusive of data round how and when patients prefer to give feedback. I know this was not the purpose of our presentation, however, interest was sparked and I am happy to have conversations with folks offline around our real-time feedback program.

## **Connect Healthcare**

You may also want to ask about the [Point of Service Surveys](#) and [Appointment scheduling](#) as those got some questions from the group as well.