

The value of Real-time feedback: Insights from early-adopters



Today's Presenter

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→ Customer Success Director

Jason is a graduate of the University of Nebraska where he studied Business and Economics. Jason's passion for healthcare was sparked by his own personal experience when he was a teenager. Jason has seen firsthand the life changing impact that healthcare professionals can have every single day. Jason joined National Research Corporation in 2010. Since that time he has partnered with medical groups, critical access hospitals, stand-alone hospitals, and large healthcare systems around the country to help them to better understand their consumers. Jason currently resides in Lincoln, NE where National Research Corporation is headquartered.



Today's Roadmap

- Define the impact of Real-time feedback
- Hear how Real-time feedback reenergized staff and engaged physicians
- Gain quick tips for effectively implementing a Real-time feedback program



Consumer expectations of healthcare have changed



OUTCOMES
Not diagnoses

PERSONALIZATION
Not generalization

CONSTANT IMPROVEMENT
Not status quo

CONVENIENCE
Not complexity

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Patients want to give feedback shortly after care

WHEN WOULD YOU LIKE TO PROVIDE FEEDBACK TO A DOCTOR, NURSE, OR HOSPITAL ABOUT YOUR EXPERIENCE?

When to provide feedback	Percentage
A FEW DAYS AFTER THE CARE EVENT	29%
A FEW HOURS AFTER THE CARE EVENT	25%
A FEW MINUTES AFTER THE CARE EVENT	19%
I DO NOT WANT TO PROVIDE ANY FEEDBACK	13%
DURING THE CARE EVENT	10%
A FEW WEEKS AFTER THE CARE EVENT	4%

73% of patients want to be asked for feedback a few minutes to a few days after the care event. They don't want to be asked during the care event, & they don't want to wait until weeks after.

2017 Study Conducted by NRC Health consisting of 3,089 national respondents. Margin of error +/- 2%.

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Patients want to give feedback often

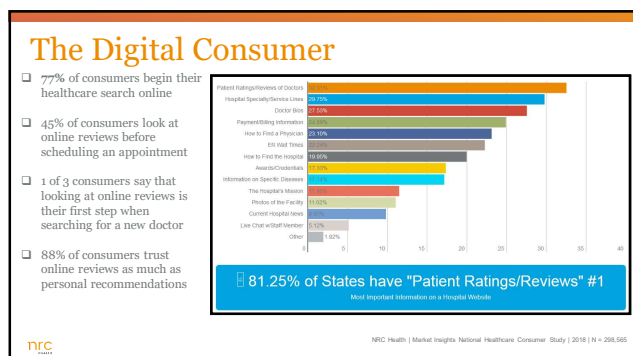
HOW FREQUENTLY YOU WOULD LIKE THE OPPORTUNITY TO PROVIDE FEEDBACK ON YOUR HEALTHCARE EXPERIENCES?

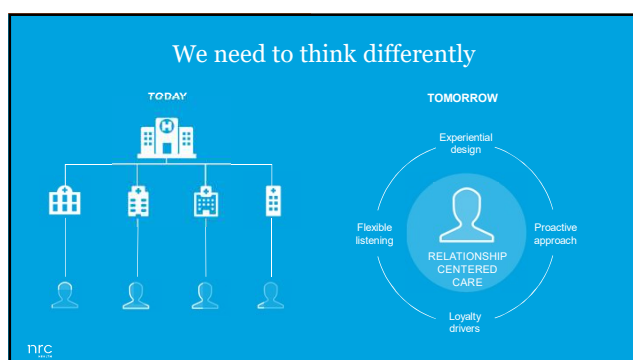
Nearly **50% of patients** want the opportunity to provide frequent feedback

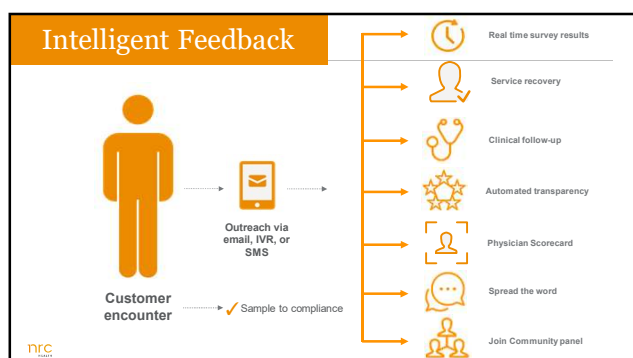
Frequency of feedback opportunity	Percentage
AFTER EVERY CARE EVENT	44%
ONCE EVERY 6 MONTHS	28%
ONCE A YEAR	19%
NEVER	9%

2017 Study Conducted by NRC Health consisting of 3,089 national respondents. Margin of error +/- 2%.

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Positive Impact to Staff

- Timeliness empowers action
- Results are overwhelmingly positive
- In-moment coaching
- Changes can be made and measured more quickly
- Richer qualitative feedback

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Meaningfully Engage and Coach Caregivers

Watch Coaching Tip
Apply Your Interim Coaching Tip

- What worries you the most? Tip
- Building Patient Confidence Tip
- Guide what to do during Tip
- I've been thinking about you Tip
- Listening Made Easy Tip
- Empathy: What matters most to patients Tip
- Shared Decision: A Starting Place Tip
- Coaching Daily Tip
- What's your Diagnosis? Tip
- Exploring Medication: Exercise Tip
- Do they know we care? Tip
- Practice Patient Engagement Tip

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Sharing Experience Data with the Public

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Jacqueline Beltrani, FNP
Dermatology

Patient Rating
4.8/5.0
454 Ratings
90 Comments
Accepting New Patients
[View Care Map](#)

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Service Recovery Expectations

84%

of patients expect you to follow up with them if they have a bad care experience.

74.8%

of consumers want you to follow-up within 48 hours of providing the feedback.

54%

of consumers say phone is their preferred contact method.

46.3%

of consumers consider the situation unrecoverable if not contacted within 48-hours.

Service Recovery is critical to your success.

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NRC Health | Market Insights: National Healthcare Consumer Study | 2018 | N = 298,562

Improvement across service lines

Organization: Mid-Size Specialty Hospital in the Midwest

2017

2,604 Surveys
20% response rate

2018

20,256 Surveys
45.6% response rate

- +49% increase in online appointments
- +21% increase in web traffic

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Source: NRC Health Case Study

Emergency Department Improvement

Organization: Large Health System on East Coast

Overall Rate	Q2 2017	Q1 2018	Q3 2018	Q1 2019	Q2 2019	Difference
Location A	57.0%	67.2%	72.1%	63.6%	70.6%	↑13.6%
Location B	50.7%	54.5%	56.6%	54.2%	56.7%	↑ 7%
Location C	53.8%	59.1%	60.1%	58.2%	65.4%	↑11.6%
Location D	46.6%	49.7%	57.6%	57.0%	57.2%	↑10.6%
Location E	46.8	56.1	60.5	61.1%	61.2%	↑14.4%
System	51.0%	56.6%	60.2%	57.6%	60.9%	↑ 9.9%

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Source: NRC Health Symposium

Improvement in Ambulatory Care

Organization: Large Academic Health System in Midwest

- 45 providers from 8 service lines
- 80% of providers improved
- +8.7% increase in “Rating of Provider” percent positive score as a group

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Source: NRC Health Symposium

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Tips for success

- Expect your scores to change
- Have an effective plan for service recovery
- Don't let annual goals be a barrier
- You don't need a question for everything

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