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 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?

- 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%.

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
The Digital Consumer

- 77% of consumers begin their healthcare search online
- 45% of consumers look at online reviews before scheduling an appointment
- 1 of 3 consumers say that looking at online reviews is their first step when searching for a new doctor
- 88% of consumers trust online reviews as much as personal recommendations

We need to think differently

TODAY

- Flexible listening
- Proactive approach
- Loyalty drivers

TMORROW

- Experiential design
- Relationship centered care

Intelligent Feedback

- Real-time survey results
- Service recovery
- Clinical follow-up
- Automated transparency
- Physician follow-up
- Spread the word
- Join Community panel
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

Meaningfully Engage and Coach Caregivers

Sharing Experience Data with the Public
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.

Improvement across service lines

Organization: Mid-Size Specialty Hospital in the Midwest

2017: 2,004 Surveys, 29% response rate.
2018: 20,256 Surveys, 40.6% response rate.

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

Emergency Department Improvement

Organization: Large Health System on East Coast

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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

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

Stop wondering.
Start understanding.