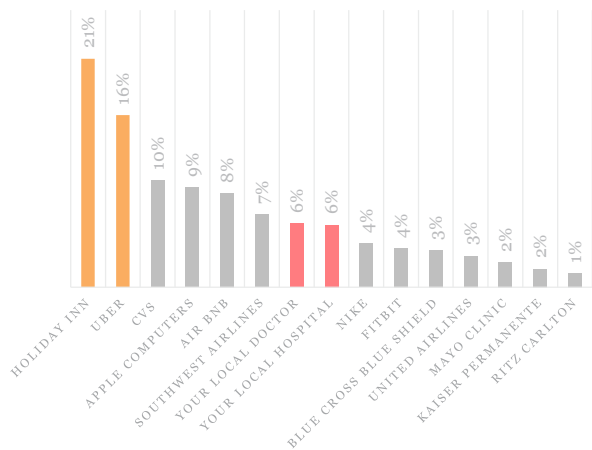
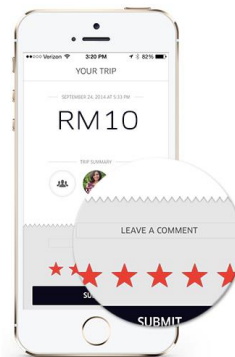


## WHICH COMPANY MAKES IT EASIEST FOR YOU TO RATE AND PROVIDE FEEDBACK ON THEIR SERVICE OR PRODUCT?



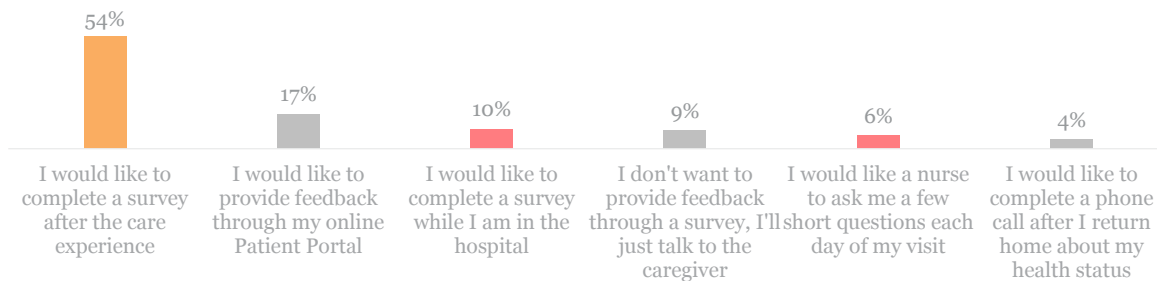
**Patients want you to gather feedback more like Uber**



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



## PLEASE SELECT THE STATEMENT THAT MOST CLOSELY MATCHES HOW YOU WOULD LIKE PROVIDE FEEDBACK ABOUT A HEALTH CARE EXPERIENCE:



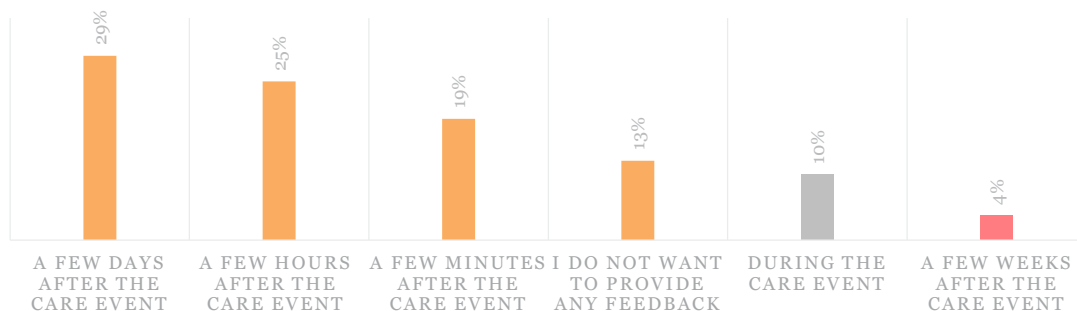
**94% of patients don't prefer to give feedback via a nurse round.**  
**90% of patients don't want your survey while they are at the hospital.**

**Wait until the care experience is complete.**

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



## 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, and they don't want to wait until weeks after.

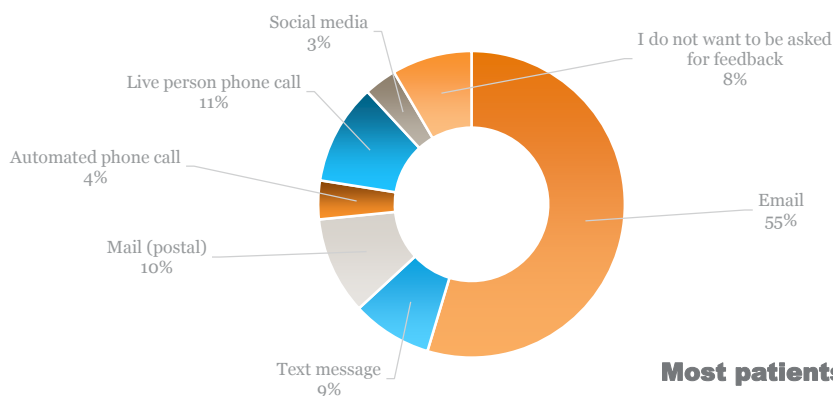
2017 Study Conducted by NRC Health consisting of 3,089 national respondents. Margin of error +/- 2%.

nrc  
HEALTH

June 13, 2017

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## IF A HEALTHCARE PROVIDER WANTED TO ASK YOU FOR FEEDBACK ABOUT YOUR EXPERIENCE, HOW WOULD YOU PREFER THEY REACHED OUT TO YOU?



**Most patients would prefer you solicit feedback via Email (55%).**

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

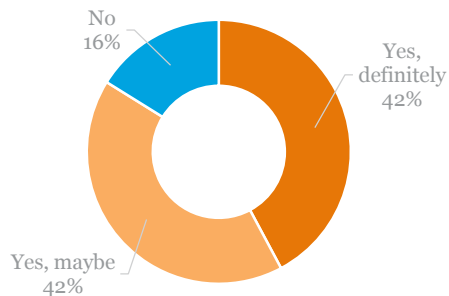
nrc  
HEALTH

June 13, 2017

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**IF YOU WERE TO LEAVE A HOSPITAL OR DOCTOR NEGATIVE FEEDBACK ABOUT THE CARE THEY PROVIDED WOULD YOU EXPECT SOMEONE FROM THEIR TEAM TO FOLLOW UP WITH YOU?**

**84% of patients expect you to follow up with them if they have a bad care experience. Service recovery is extremely important!**



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



June 13, 2017

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

**Patients want to give feedback frequently**



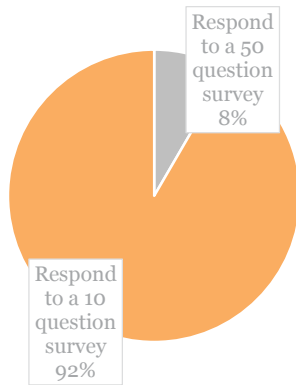
2017 Study Conducted by NRC Health consisting of 3,089 national respondents. Margin of error +/- 2%.



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## WHEN PROVIDING FEEDBACK TO A DOCTOR ABOUT A RECENT CARE EXPERIENCE WOULD YOU RATHER

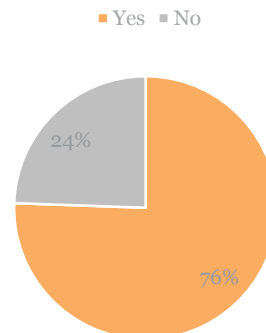


**Keep the surveys as short as possible.**

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

## AFTER A HEALTHCARE EXPERIENCE DO YOU WANT THE OPPORTUNITY TO PROVIDE FEEDBACK TO THE DOCTOR OR HOSPITAL USING A SURVEY?

**Most people actually want to give you their feedback.**



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