# Embracing Healthcare Transparency

## Essential Considerations When Selecting a Healthcare Transparency Vendor

Gain the power of trust—77 percent of consumers trust online ratings and reviews as much as personal recommendations.  Selecting a vendor to elevate your brand image, protect your reputation, and earn the trust of consumers is not a decision to be taken lightly.  National Research Corporation (NRC) has been selected by leading health systems based on the following evaluation criteria.

| | YES | NO |
|---|---|---|
| **The Basics** | | |
| Proven ability to automate the conversion of patient experience survey data into online star ratings | | |
| Clearly documented star rating conversion methodology and patient verbatim exclusion criteria | | |
| Administrative workflow for reviewing/approving/flagging/archiving patient verbatim comments | | |
| Automated monitoring of third-party doctor rating sites (Healthgrades, Vitals, Yelp, Facebook, etc.) | | |
| Automated email notifications when new reviews are left on third-party websites | | |
| **Search Engine Optimization** | | |
| Automated survey processing to support daily or weekly publishing of new ratings and comments | | |
| "Rich snippet stars" show up in Google search results | | |
| Patient comments are indexed by search engines to contribute to SEO results | | |
| Physician profiles move up in search result rankings as a result of implemented technology | | |
| **Implementation** | | |
| Easy-to-implement technology requiring minimal website changes | | |
| The solution can be implemented quickly—in as little as two weeks | | |
| Ability to upload custom data to physician profiles to support client-specific reporting and analytics | | |
| **Physician Engagement** | | |
| Vendor offers best-practices for obtaining organization-wide buy-in for transparency program | | |
| Support for internal (blinded/unblinded) and external publishing of patient ratings and comments | | |
| Ability to publish physician responses to individual patient comments | | |
| Ability to include only the trailing 12 months of survey data when calculating provider ratings | | |
| Automated physician scorecards | | |
| **Survey Data Details** | | |
| Works with all major patient experience survey vendors | | |
| Support for all approved CAHPS surveys and custom patient experience surveys | | |
| Ability to calculate composite scores based on multiple survey types (i.e. CGCAHPS and HCAHPS surveys) | | |
| Offers integrated survey collection by email, text and interactive voice response (IVR) | | |
| **Advanced Features** | | |
| Publishing of aggregated provider ratings by service-line, speciality, location, group, etc. | | |
| Ability to syndicate patient ratings and reviews to other websites | | |
| Ability to publish detailed question-by-question ratings based on each of the major CAHPS dimensions | | |
| Ability to optionally schedule the publishing of patient verbatim comments | | |
| User-level permissions and reporting options | | |
| **Vendor Background** | | |
| Vendor has years of experience calculating and publishing physician ratings | | |
| Vendor's primary focus is on patient experience improvement and physician reputation management | | |
| Vendor has years of experience housing PHI and complying with HIPAA | | |
| Vendor provides uptime assurance (i.e. that technology will be available when you need it) | | |