NRC Health Loyalty Index FAQs

What is the NRC Health Loyalty Index?

NRC Health has identified seven aspects of consumer loyalty that combined provide a holistic, comprehensive view of healthcare consumer loyalty. The NRC Health Loyalty Index is a single score calculated from consumer data collected on each of the seven aspects of loyalty. Healthcare organizations can compare to peers and view over time in an effort to make adjustments based on observed trends and increase loyalty.

What is the loyalty opportunity?

It is estimated that the average patient spends $1.4 Million on healthcare throughout the course of their life. The average lifetime value of a household equates to $4.3 Million (*NRC Health, CMS.Gov, PhysiciansWeekly.com, WorldBank.org*). The NRC Health Market Insights syndicated survey reports that 40% of Americans are not loyal to a local hospital or health system today. This represents huge opportunities for healthcare providers.

What are the seven aspects of the NRC Health Loyalty Index?

→ **Brand Score**: Once consumers are aware of you, what do they think of your image and reputation?
   Question Text: How would you rate the overall image/reputation of ~Brand~?
→ **Engagement**: Are consumers attending your community events, following your brand's social media pages, and visiting your website (digitally) or visit friends/family members at your facilities (physically)?
   Question Text: In which ways have you interacted with (Brand)?
→ **Need**: Supply and demand, the more healthcare need the more loyalty.
   Question Text: To what extent do you agree or disagree with the following statement: (Brand) offers services that meet my health and wellness needs.
→ **Access (CES)**: Can consumer easily navigate access into and within your system?
   Question Text: To what extent do you agree or disagree with the following statement: (Brand) makes it easy for me to access their services.
→ **Motivation**: Are your consumers motivated to use your brand over your competitors?
   Question Text: Which of the following best describes how strong you feel about using (Brand)?
→ **Experience**: Delight your customer's brand experience by exceeding expectations.
   Question Text: Please rate the most recent experience you have had with (Brand)?
→ **NPS**: Are your customers willing to bet their reputation on you?
   Question Text: How likely would you be to recommend (Brand) to a friend or family member?

How is the NRC Health Loyalty Index Calculated?

Each aspect of the index is first converted to a score out of 100. The NRC Health Loyalty Index is then calculated as an average of the seven aspects.

What other NRC Health metrics help support the index?

Each aspect of the NRC Health Loyalty Index has associated metrics that can be used to supplement and further explain the score.

→ **Awareness**: Each aspect of the loyalty index is patterned off of the top-of-mind awareness question, so tracking awareness from the brand dashboard is a great starting point. Without market awareness building consumer loyalty becomes an impossible challenge.
→ **Brand Score**: Image section in online reporting portal
→ **Engagement**: Recall section in online reporting portal
→ **Need**: Self-reported Chronic Conditions & Preventative Medicine Behaviors (Health Profile section of the Consumer Dashboard)
→ **Access (CES)**: Brand Personality Dashboard
→ **Motivation**: Preference section in online reporting portal
→ **Experience**: Ticker Report
→ **NPS**: NPS section in online reporting portal

What is a good score?

Below are the average national scores for 2017 from the syndicated study (273,972 scores examined):

METRIC	AVERAGE SCORE
Loyalty Index	59.3
Brand Score	78.3
Engagement	26.3
Need	77.1
Access (CES)	63.0
Motivation	70.1
Experience	80.3
NPS	20.1