**Real-time**

* **Instant insight:** As the COVID-19 outbreak evolves, health system operations are rapidly changing to meet it. Real-time helps leaders keep up the pace. They need instant insight into their organization’s performance, which Real-time is uniquely positioned to provide.
* **Good for morale:** Patient comments can be a valuable source of encouragement and reinforcementduring this stressful time. Very important for morale.
* **Assess new modalities:** With Real-time, systems can assess the effectiveness of new care-delivery modalities — like telehealth or video conferencing.
* **Assess temporary efforts:** Unlike traditional surveys, Real-time can be quickly deployed to temporary service units, like drive-up testing sites or containment units.
* **Proactive planning:** This pandemic will end. But eventually, another may come. With Real-time, systems can learn what works and what doesn’t during a crisis, so they can proactively prepare for the next one.

**Care Transitions**

* **Saves staff time:** In a time when healthcare staff hours have never been more valuable, Transitions spares employees from the time-consuming burdenof follow-up calls.
* **Prevents readmissions:** Transitions helps prevent readmissions.That means less exposure for patients, and more manageable volumes for health systems.
* **Saves money:** Transitions is cost effective, which frees up scarce resources for fighting the pandemic.
* **Monitors patients:** With Transitions, health systems can keep their eyes on COVID-19 patients as they enter the community. With this tool, they can learn a lot about the community-related risks surrounding the coronavirus.
* **Keeps connections alive:** Anxious about the pandemic, patients want to feel connected with their providers. Transitions gives health systems a way to stay in touch.

**Transparency**

* **Digital urgency:** Before the pandemic, 77% of consumers began their search for providers online. That number will only increase during the pandemic. Consumers are looking online for providers more than ever. especially with the boom of telehealth.
* **Remove barriers:** This is a confusing time to look for care. Are offices open? Are they safe? Patients are turning to comments and ratings for answers. With Transparency, health systems can supply them.
* **A digital draw:** Transparency has a [well-documented effect on Search Engine Optimization (SEO)](https://www.omaha.com/sponsored/orthonebraska-launches-virtual-care-for-orthopedic-injuries-conditions/article_2073a4ce-c060-59cf-bd5a-cb155ab8e2dc.html). In a time when most of us are confined to our homes, this is an advantage health systems will want to cultivate.
* **Protecting reputations.** With NRC’s Transparency / Reputation-monitoring suite, health systems can also monitor what customers are saying on third-party websites. This will help them prevent the spread of misinformation — crucial during this epidemic.

**Market Insights**

* **Largest database of its kind:** 310,000 healthcare consumers. 300 markets. This means Market Insights has the largest, and most robust, dataset of healthcare consumers in the country. It’s rock-solid data that leaders can rely on to craft and validate communication strategies during this crisis.
* **Breadth *and* depth:** Market Insights can also segment patient populations into fine-grained groups, and analyze an organization’s competitiveness among its local competitors. Leaders can learn whether patients are leaning on them — or on competing organizations — for coronavirus guidance.
* **Customized insights:** COVID-19 has given rise to many unanswered questions. With Market Insights, leaders can discover answers. Customized surveys can give leadership highly specific insights on what their communities need from their providers during this outbreak.
* **Intelligence on demand:** With Market Insights, leaders can expect survey results within XX days of deployment. This is especially useful in COVID-19 ‘hot-spots’, where up-to-the-minute information helps organizations better position themselves to serve their patients.

**Workforce Engagement**

* **Mitigate burnout:** COVID-19 is placing extraordinary demands on healthcare staff. Workforce Engagement helps leaders understand their employees’ pain points, so that they can correct them.
* **Improve retention:** No health system can afford to lose employees right now. Workforce Engagement helps organizations keep who they have, protecting them from potential shortfalls.
* **See their side:** With Workforce Engagement’s data, leaders can learn how physicians, nurses, and staff perceive their work environment. This could uncover problems that employees might be too hesitant — or too *busy* — to raise themselves.
* **Test interventions:** During this time of crisis, leaders must fix problems quickly, and without missteps. Workforce Engagement enables leadership to pilot, monitor, and iterate solutions to staff issues — which means they’ll be quicker to discover a solution that works.
* **Improve the experience:** A more engaged staff means a better care experience for patients and residents.
* **Communicate effectively:** Using Workforce Engagement, leaders can test the effectiveness of internal communications, to see if their words are resonating with broader health system staff.

**TGI**

* **Virtualized governance:** Health systems boards are vital for strategic continuity. But it’s hard to convene a board meeting in the age of social distancing. TGI has developed a suite of tools (like virtual meetings and voting, electronic signatures, etc.) that will enable boards to continue their stewardship, digitally.
* **Learning never stops:** As much of the business world has ground to a halt, board members may want to take this time to develop their own competencies. TGI offers streamlined educational curricula to help board members learn to better fulfill their fiduciary duties.
* **Crisis management:** COVID-19 is perhaps the most acute crisis the modern healthcare system has ever faced. But it’s not the first one. TGI has accumulated the hard-earned expertise of organizations across the country as they have managed crises of their own. Board members can learn from their example.
* **Mentorship network:** A national crisis calls for a national solution. Health systems will need to share what they’ve learned, to help the industry as a whole weather this unprecedented challenge. Through TGI’s extensive network of organizations, board members can discover new best practices *as they evolve.*
* **Recruitment and development:** Boards must grow if they’re to meet the challenges ahead. TGI can help organizations focus their member recruitment efforts, and draw in experts who can best fulfill the board’s fiduciary mission.