

Action Marketing: Patient Experience Dashboards



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Gelb

Action Marketing

Patient Experience Dashboards

Overview

Patient satisfaction and relationship management are vital to a healthcare organization's overall success. While factors such as clinical expertise and innovation continue to play critical roles, patient satisfaction and relationship management are often determining factors in transforming patients into advocates who will continue using your services and recommend you others. In an effort to focus more on the patient, most healthcare organizations use patient satisfaction surveys.

However, the results of patient satisfaction surveys are delayed and rarely reach the intended respondents; they fall short of providing actionable information. As organizations wait for data collection and analysis, valuable time is wasted and "at-risk" relationships remain undetected.

Gelb's Customer Experience Dashboard provides a cost-effective solution to this dilemma. This customer listening post is an active, live tool through which inquiries are made to elicit feedback at times most relevant to the patient experience, not an arbitrary launch date. Most importantly, results are provided in real-time and escalated for immediate action. Why wait for a survey report?

Here we will explore the benefits of dashboards and share criteria to use when determining whether a survey or a dashboard is best to monitor your patients' level of satisfaction.

What's in a Customer Satisfaction Survey?

Traditional patient satisfaction surveys have become highly standardized to produce benchmarks. Many patient satisfaction surveys, such as Press Ganey, are beneficial for comparing results with other hospitals but are difficult to customize and tend to rate the perceived performance of the facility, but not the patient's experience (center-centric rather than patient-centric). Therefore, key factors have been muted and become, in many cases, generic. In addition, little analysis is done with those surveys to ascertain what matters most to patients and their willingness to use or recommend your services in the future.

Consequently, patient satisfaction measurement tools are now used to highlight how much "better" an organization is than another on a similar set of measures. While this might provide short-term benefit in advertising (e.g., most preferred as rated by Company X), it does not address the fundamental issue of keeping more patients and making advocates out of them.

Ultimately, with surveys, several important needs are unmet including:

- Delivery of timely information
- Respondents consisting of customers
- Respondents made up of the "right," relevant people

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The Ideal Solution – The Experience Dashboard

By talking to patients about what they need most – responsiveness to issues – Gelb has designed a cost-effective process to overcome the obstacles of traditional patient satisfaction tools. Using the Experience Dashboard, organizations can elicit feedback when it matters to patients (e.g., after an encounter) and take decisive action to keep customers coming back.



Customers provide feedback as part of their experience

For less than \$20,000 per year, we provide a live tool which allows for unlimited responses. In addition, each questionnaire is customized to your needs. There are no per seat license fees because we want everyone in the organization to see the responses your patients provide; this allows for continuous improvement, benchmarking, and service recovery.

Results are provided in real-time and escalated for immediate action. The primary advantage is that our system helps facilitate service recovery. Academic research has shown there is a strong positive uptake for organizations that identify customer issues and respond to them. In fact, those customers who have had a positive recovery experience are actually more likely to recommend you in the future than those customers who are just merely satisfied with your services.

Results are tabulated in real time.



“At risk” responses are escalated immediately via email.

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Patients’ verbatim responses are also recorded and included in emails, making statistics more meaningful. Our dashboards also allow senior management to track the recovery activities of service/clinical areas. Furthermore, our dashboards remain “on” throughout the entire patient experience. This results in high quality feedback because it’s place in the context of the clinical experience. Through our unique “escalation” feature, responses from patients deemed “at-risk” are placed into a queue. Each response is emailed to a specific designee within your organization for service recovery.

The experience dashboard is developed to your custom specifications. Often organizations that have developed an ideal experience map measure these outcomes to address functional and emotional outcomes of customers.



Our approach asks for participation in context of the experience. We accommodate any interview mode



Administrators can access results anywhere and, depending on access, view all results.

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Taking Action

Armed with the insights for your brand, you can better organize your brand strategy to improve patient loyalty. Experience Dashboards translate into strategic guidance for brand promise development. The ability to elicit feedback when it matters to patients allows you to take decisive action to keep them coming back. During times when marketing budgets tighten and demands placed to generate patient volume increase, it is especially important to consider patient advocacy over advertising.

As an on-line system, it provides a continuous, cost-effective stream of information that is easily distributed to experience stewards throughout your enterprise. Gelb offers this service as a fixed fee per year, making budgeting and commitment within the organization much easier.

We have implemented this dashboard in multiple health systems that have found significant increases in patient satisfaction and Press Ganey rankings. For example, Memorial Hermann Health system, which currently operates 23 facilities throughout the greater Houston area, recently utilized this system as a standard way to elicit feedback from patients and compare results across their locations. When the system was implemented, their Press Ganey ranking was in the 54th percentile. In subsequent two quarters, their ranking increased to the 71st percentile and continues to increase.

About Gelb

Feeling pressure to increase volume and grow revenues? Gelb Consulting Group, Inc. is a strategic marketing firm that merges analysis, strategy and technology to help clients build and sustain revenue growth.

Gelb is here to help you understand the complexities of your market to develop and implement the right strategies. We use advanced research techniques to understand your market, strategic decision frameworks to determine the best deployment of your resources, and technology to monitor your successes.

For over 40 years, we have worked with marketing leaders on:

- Strategic Marketing
- Brand Building
- Customer Experience Management
- Go to Market
- Product Innovation
- Trademark/Trade Dress Protection

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Patient Satisfaction Measurement Tools – Checklist

- Sample Size** – Think about sample. What decisions would you make based on input from less than 100 people when you serve thousands?
- Relevant Respondents** - Verify that the pool of respondents consist of your target audience, in other words the “right” people. While companies will not share a list of contacts with you – they should share with you the clinical areas/services (e.g., radiation patient) that will be targeted.
- Global Voice** – In today’s global economy, it is important that your audience is not alienated by communications. The survey should speak to customers from all demographic groups and be presented in multiple languages.
- Time Sensitivity** – Include the survey close to the experience. With a dashboard, the customer satisfaction questionnaire is launched in real-time at the service, ensuring that customer concerns and at-risk issues will be escalated to your attention.
- Real-time Results** – Many firms sell online results, but online does not mean real time. Internet accessibility of survey results may be a good way to disguise accessing otherwise static information. Ask whether the information is being fed through real-time. If not, are you paying to access a report accessed through a browser?
- Cost-effectiveness** - Compare prices. Some firms charge as much as \$70,000 per year per area and add fees for customized questions. Look for surveys that provide real-time, multiple responses at lower prices than a one-time survey report.