



Changing the Patient Experience

MedStatix Case Studies on the Organizational Impact of Patient Feedback

Abstract

In this paper we'll look at two case studies from healthcare organizations that have realized the immense value of patient feedback. Their stories show how the MedStatix platform has led to improvements in patient satisfaction, how practices have used the platform to engage patients more in their own care, and how MedStatix data resulted in significant organizational improvements within a practice.

In the first case study, we'll explore how Susquehanna Valley Womens' Health Care Group used MedStatix data to determine and implement several organizational improvements. SVWHCG maintains a strong focus on patient satisfaction and engaging patients in their own care. They use the MedStatix platform to increase their patient interaction and to gather actionable data as they streamline their organization and services.

In the second case study we'll consider Lancaster Urology, a growing specialty practice that has used the MedStatix platform since 2013. Facing rapid changes in the healthcare industry, and in Urology specifically, they chose the MedStatix Platform to keep pace with those changes and to ensure they were delivering the best care possible. They realize the growing importance of transparency within healthcare, and the MedStatix platform allows them to take a more proactive stance in managing the patient experience.

Introduction

While customer service has long been a tenet in most industries, it's often been an overlooked, if not ignored, facet of the healthcare experience. With the Affordable Care Act and the rise of crowd-sourced information on the Internet, patients have more and more say in their healthcare choices, and rightly so. However, a patient's decision to leave a practice can have dramatic impacts on the bottom line of providers. In an age of ultra-savvy consumers, when a simple online review can make or break a company in just about any industry, healthcare providers need to pay more attention to the patient experience. Now, building trust and empathy between doctors and patients isn't just important for getting better health outcomes, it's also important to the financial survival of a practice. And when building empathy, there may be no tool more effective than a genuine request for feedback.

In the changing healthcare marketplace, providers need tools to gain efficient, reliable feedback from their patients. As the truism goes, you can't manage what you can't measure. With the MedStatix platform, doctors get actionable feedback in real-time, with an average response rate of more than 40 percent, that drives insights that power real change in provider communication, practice operations, and the overall customer service in healthcare. The result is a significant increase in customer loyalty for providers who use MedStatix.

Case Study 1: Susquehanna Valley Women's Health

Care Group

Client Profile:

Specialty	OB/GYN
Locations	7
Physicians	21
Mid-Level Providers	26
Start Date of MedStatix Platform	January 2014

“MedStatix helps us engage patients in their own care, helping them understand that they are a critical part of the care plan that we have here at SVWHCG”

– Mona Engle,
SVWHCG CEO

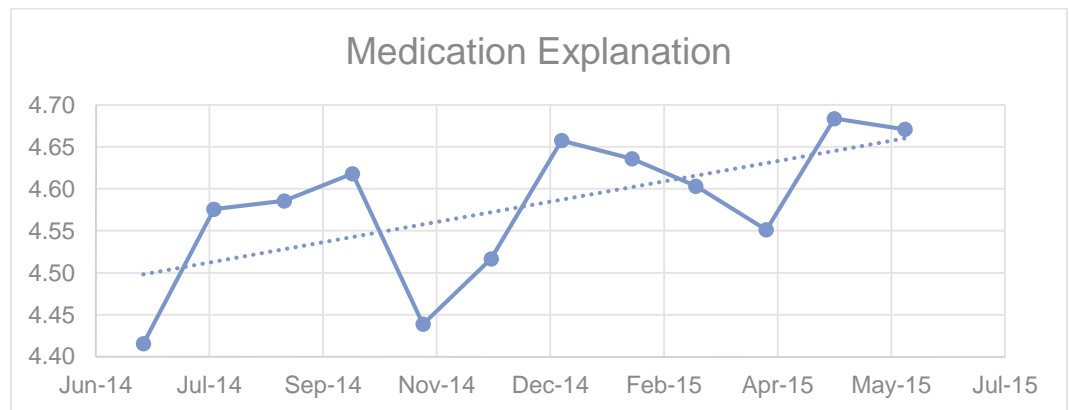
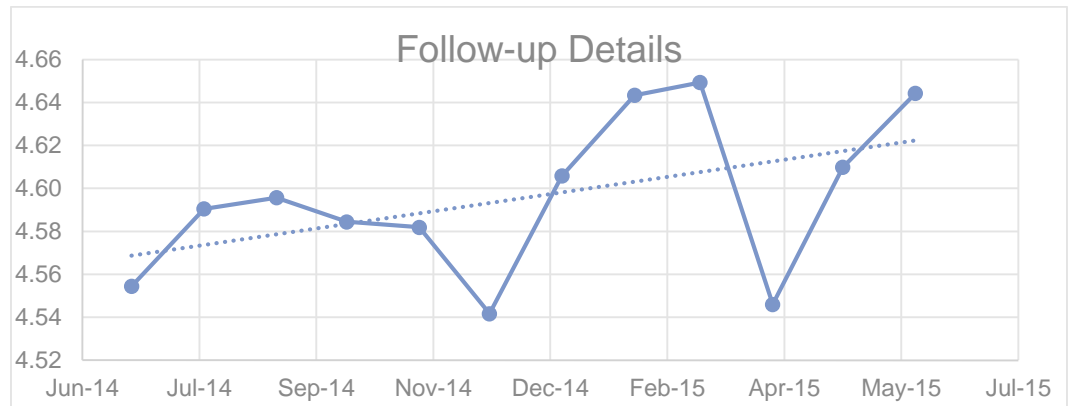
Historically, Susquehanna Valley Women’s Health Care Group (SVWHCG) has taken a patient-centered approach to care. They see patient engagement as an important component to improving health outcomes and sought a way to gather patient feedback without disrupting their busy workflow. Customer satisfaction is a notoriously difficult thing to measure with traditional surveys or anecdotal conversations; so for SVWHCG, finding a tool to objectively quantify the patient experience was extremely valuable. In 2014, they began using the MedStatix platform to increase engagement, streamline processes, and solidify best practices. They used the patient data to pinpoint areas of improvement and made several organizational changes to enhance the patient experience.

“We used the data to look at areas of strength within the practice and to build upon those,” says Mona Engle, CEO of SVWHCG. “But we have also used the data to find where we can improve. We’ve used it in a very strategic way to make sure that we are engaging the patient in all aspects of their healthcare.”

One particular area where SVWHCG found room for improvement was whether or not patients felt they had spent enough time with providers. Instead of increasing the actual time spent with each patient, Engle says they focused on making sure their providers answered all of the patient’s questions before letting them walk out the door. Simply by asking patients whether all of their questions were answered at the end of a visit, SVWHCG was able to improve patients’ perception that they had enough time with their provider by 5 percent. That simple change was also a valuable way to open communication and engage the patient, Engle says.

Since joining the platform, SVWHCG has also seen a 5 percent increase in:

- The perception that the entire staff worked well together during a visit.
- Explanation of medication details.
- Explanation of any necessary follow-up procedures or appointments.



Perhaps most importantly, they achieved a 25 percent decrease in wait times for patients before an appointment. According to a recent MedStatix study, wait times can have big impacts not only on overall patient satisfaction scores, but also on whether or not patients would recommend a provider to a friend or family member.

According to Engle, MedStatix was a valuable tool for achieving those improvements and helping their practice grow. By gathering useful data with precise questions and then distilling that data with coherent analysis, MedStatix helped SVWHCG identify several areas in need of change.

In 2015, SVWHCG also partnered with MedStatix to develop the CLEAR program, an acronym for Connect, Listen, Engage, Agree, Repeat. The aim of the program was to implement operational changes to improve the patient experience. As a result of CLEAR, SVWHCG has:

- Changed their work flow and increased patient privacy by having patients check out in the exam room.
- Implemented Instant Messaging for the checkout staff in order to decrease wait times for patients at checkout.
- Changed their process for taking vitals and gathering patient information so that it was more private and other patients couldn't overhear.

Since implementing those changes, SVWHCG has seen a significant uptick on several patient satisfaction metrics.

"MedStatix helps us engage patients in their own care, helping them understand that they are a critical part of the care plan that we have here at SVWHCG," Engle says. "As healthcare is changing and things are moving forward, we're going to need to pay more attention to patient satisfaction."

Case Study 2: Lancaster Urology

Client Profile:

Specialty	Urology
Locations	4
Physicians	12
Mid-Level Providers	1
Start Date of MedStatix Platform	November 2013

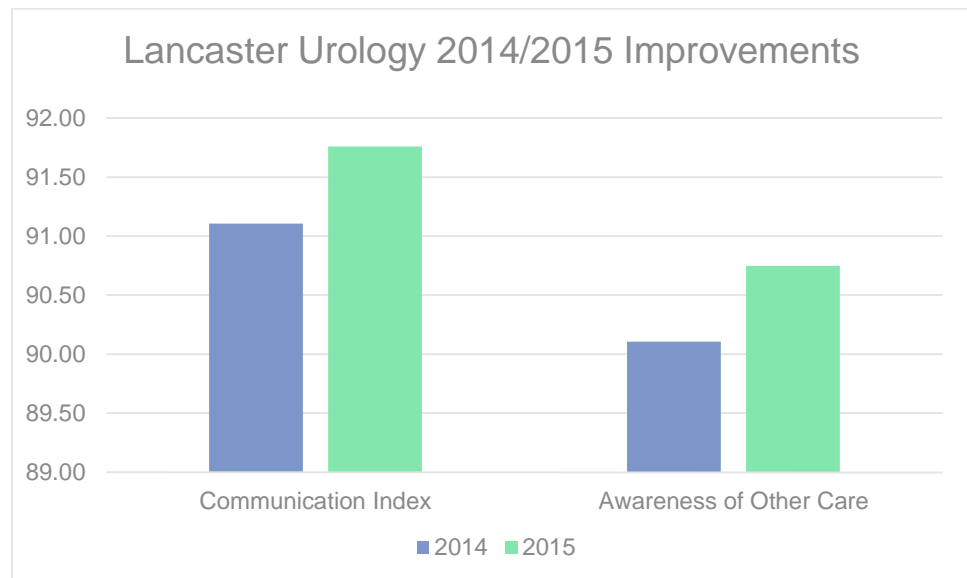
MedStatix has allowed us to gather specific data to let us quantify where we are able to push the needle in a positive direction" – Dr. Michael Del Terzo

Lancaster Urology (LU) began using the MedStatix Platform in November 2013.

As technological advances changed the practice of urology from a surgical specialty to a specialty that utilizes and advances non-invasive procedures, and as the healthcare industry as a whole changed to give patients more choice, doctors at Lancaster Urology had to use every tool available to keep pace with change. With the MedStatix platform, they developed new focus on patient feedback and patient satisfaction that led them to incorporate several philosophies in their work ethic and hiring practices to ensure they're providing the best care possible. When considering new doctors for their practice, they always first consider whether they would recommend the candidate to a family member.

They also determined to always communicate with patients in detail about every treatment option.

Indeed, LU's MedStatix data shows that their provider communication scores steadily improved over the past year, and doctor awareness of other care patients received consistently improved. They also showed steady, overall improvement in provider rating, practice recommendability, communication, and customer service. Although their percentage increases may not be as dramatic as a regular care practice, specialty practices that treat chronic conditions typically have high scores to begin with. As LU focuses on meeting their patient satisfaction benchmarks, MedStatix data delivers insights that power simple changes that can make all the difference to a patient seeking the best care.



"It really allows us to keep pace with the changes that every practice is going to face," Says Dr. Michael Del Terzo, an MD at LU. "Yes it's an added task, but for us as a practice it's a task we ultimately see benefits from, and at the end of the day it benefits the patient."

MedStatix utilizes mobile technology to deliver specially tailored patient surveys directly after a doctor visit, which has helped LU achieve a 30.9 percent survey completion rate—far above the average from other patient survey systems. The results are then tabulated

and presented in an easy-to-use dashboard that includes benchmarking and side-by-side comparisons.

According to Del Terzo, having easily digestible data from patients at your fingertips is a powerful tool. "It's the first time we've been able to collect data on this and have it in a concise manner that we can then respond to," Del Terzo says.

As a result of quantitative and qualitative feedback from MedStatix, LU created a quality control committee to proactively address patient experience and ensure that care continually improves. The committee uses the data to focus efforts on areas of improvement, make organizational changes, and get better outcomes for patients.

"MedStatix has allowed us to gather specific data to let us quantify where we are able to push the needle in a positive direction," Del Terzo says. "And it's all very transparent, patients get to see the numbers up front on our website, and we are able to respond to the likes and dislikes of our consumers."

Patient feedback not only benefits a practice internally; it also helps encourage more transparency in an industry that's becoming more consumer-focused. That transparency increases interaction with patients, and ultimately Del Terzo says, it builds trust.



About MedStatix, LLC.

MedStatix patient experience platform is a quantitative and qualitative analysis platform that delivers health care providers actionable insights from the voice of their patients.

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