



# How Detractors and Promoters Affect a Loyalty Index

## Comparison of NPS<sup>®</sup> to Doctor Satisfaction Rating and Doctor Recommend

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### Abstract

Analysis of current MedStatix survey data reveals that Net Promoter Score<sup>®</sup> is a better predictor of reputation. The data reveals that comparing detractors to promoters shows a larger difference in recommendability.

- MedStatix Loyalty Score
- Provider Rating
- Provider Recommendability

If your loyalty index is higher than those of your competitors, you will likely outperform other practices and providers.

## NPS® vs Doctor Satisfaction Rating and Doctor Recommend

Our analysis and comparison of NPS® to satisfaction rating and recommendability shows a widening gap for providers that received an average rating below 9 for satisfaction or recommendability. According to a recent study, the provider may be at an increased risk of malpractice litigation<sup>1</sup>. The study found, as the category of the physicians' lowest satisfaction declined, the risk of their being in a lawsuit rose from 0% for the doctors with "very good" as their lowest score all the way to 19% for those with a "very poor" rating. In other words, if a physician even receives one rating of "very poor" from a single patient on just one of the five physician questions, there was almost a 20% chance that the physician was named in a lawsuit. Most physicians did not get sued, and having a single patient give a less-than-perfect evaluation does not perfectly predict a physician's risk.

Aside from litigation, reputation management is a key driver of practice growth. Referrals are one of the largest areas for practice growth.

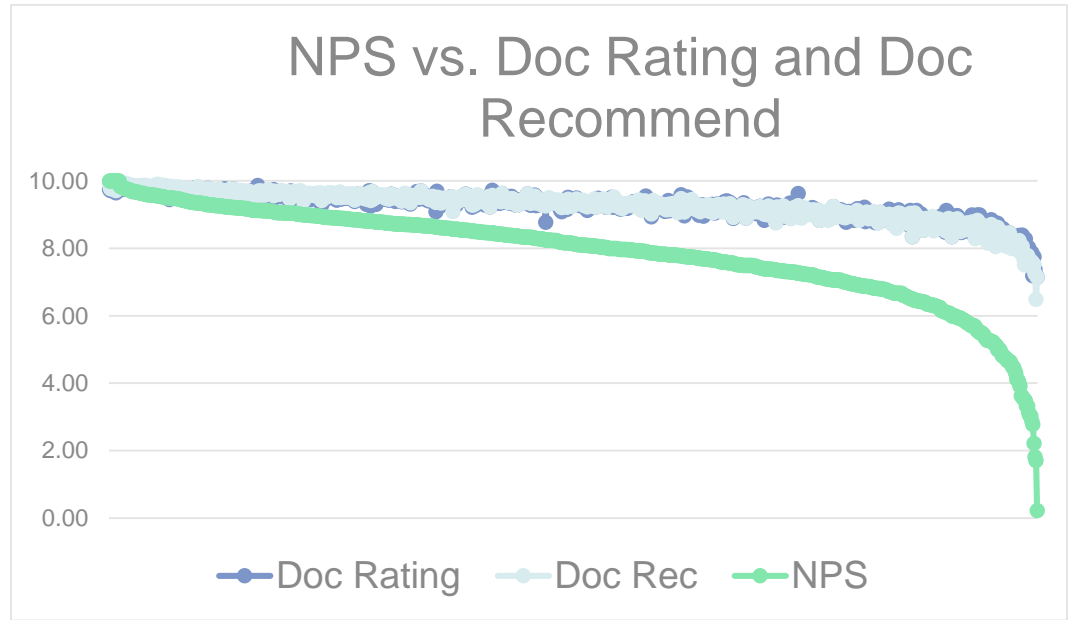
**Net Promoter Scores(NPS®)** are calculated using the Net Promoter Score® methodology. The answer to a single question, using a 0-10 scale: Using a scale from 0 to 10, how likely would you be to recommend Dr. Jones to others? Respondents are grouped as follows:

**Promoters** (score 9-10) are loyal enthusiasts who will return to your practice and tell others, fueling growth.

**Passives** (score 7-8) are satisfied but unenthusiastic patients who are vulnerable to other offerings.

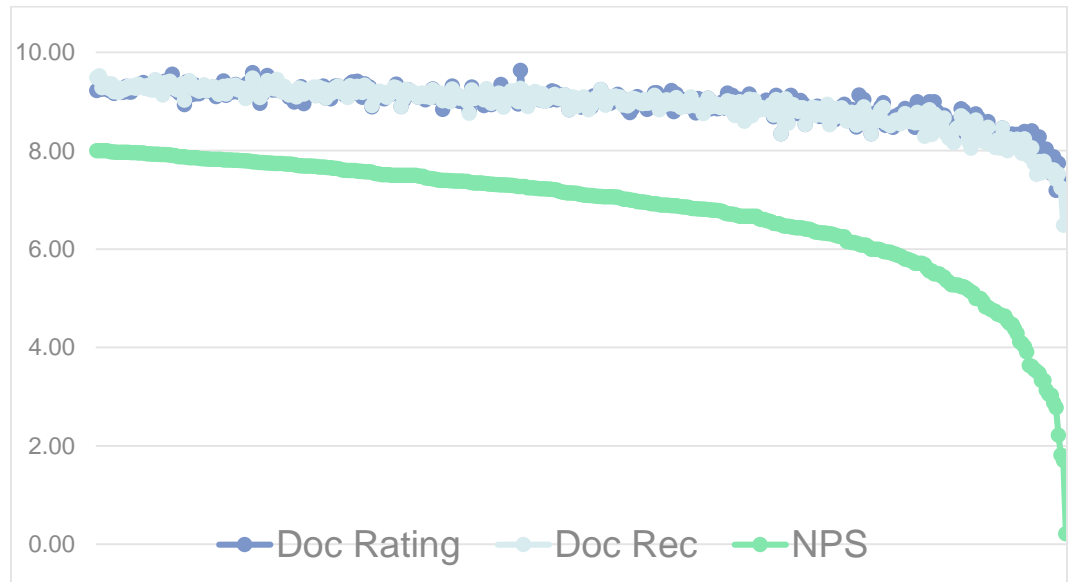
**Detractors** (score 0-6) are unhappy patients who can damage your reputation and impede growth through negative word-of-mouth.

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -1.00 (if every customer is a Detractor) to a high of 1.00 (if every customer is a Promoter).



## The Widening Gap

When we review the results for the bottom 500 providers, the gap widens, which means the amount of detractors for the provider has increased. If you look at the subset of bottom 500 to bottom 250, the difference is 16%-24%. The difference is even greater for the bottom 250, the range is 24-50%, discounting the bottom 25. Based upon the study, these providers would be at the greatest risk for malpractice litigation and patient abandonment. If the practice was only looking average satisfaction or recommend score, a provider with an average score 9.04 and 7.22



## Conclusion

When using the NPS methodology practice administrators can identify providers that may be at more risk for litigation and lower patient retention. It can be used as an early detector and know which providers will need more attention and training.

## References

<sup>1</sup> "The Use of Patient Satisfaction Surveys and Alternative Coding Procedures to Predict Malpractice Risk in Medical Care." *Medical Care* May 2009



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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