



Patient Experience Insights Lead to Increased Satisfaction

Continuous measurement of the patient experience and taking action on those insights will improve patient satisfaction.

Abstract

Analysis of current MedStatix survey data reveals that both providers and practices show steady improvement on key patient experience measurements. Improvement is seen in these key areas:

- MedStatix Loyalty Score
- Provider Rating
- Provider Recommendability
- Practice Recommendability
- Communication with patients
- Customer service
- Overall practice atmosphere

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MedStatix Loyalty Score

Research indicates that measures of customer loyalty are good leading indicators of growth¹. If your loyalty index is higher than those of your competitors, you will likely outperform other practices and providers. Managing your office to improve loyalty will also improve your business performance, whether you are aiming for faster growth or increased profits. Your loyalty score measures patients' overall experience with your practice.

MedStatix Loyalty Scores (MLS) are calculated using the Net Promoter Score[®] methodology. Patients are asked a single question: 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.

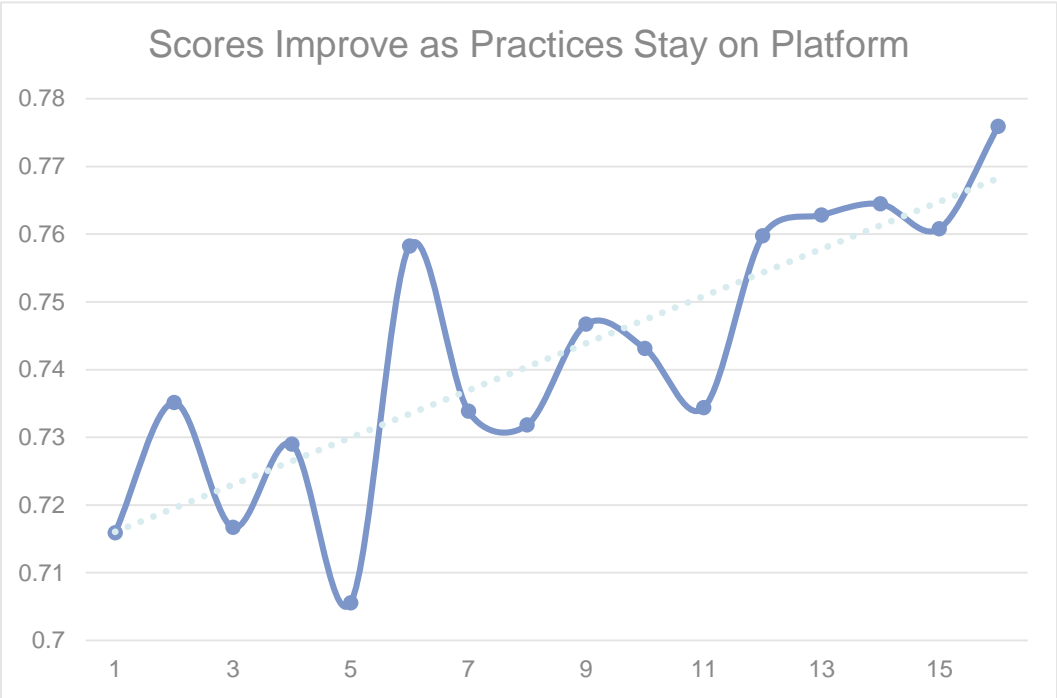
Passives (score 7-8) are satisfied but unenthusiastic patients who are vulnerable to other offerings.

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 MedStatix Loyalty 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).

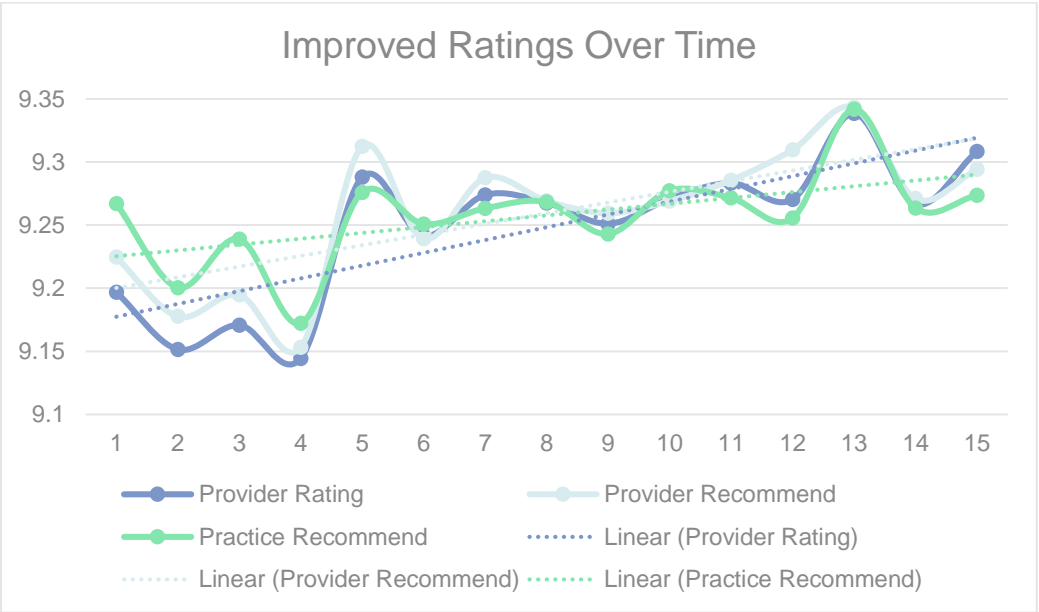
Providers and practices who have been on the MedStatix platform for more than six months show a consistent pattern of improvement, especially on MedStatix Loyalty Scores. The average provider in the MedStatix database typically sees annual improvements in MLS on the order of 10-15%.

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Ratings and Recommendability

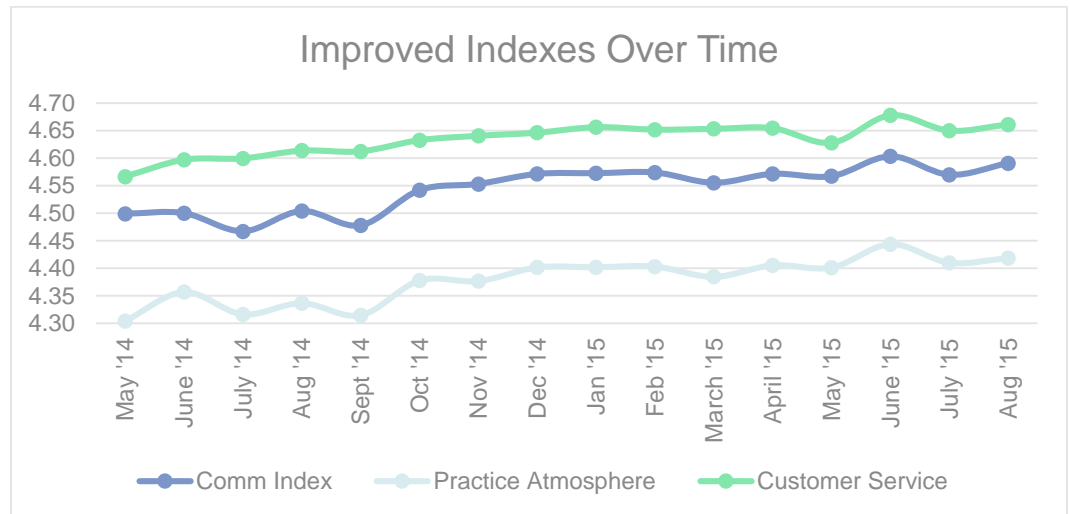
For provider satisfaction ratings and recommendability, gains are more modest. This is primarily due to the fact that scores on these measures are typically quite high (average scores on 0-10 scale range between 9.0 and 9.5). Even with these upper-bounded scores, providers and practices still see improvements over time. Measured month-to-month, aggregate improvements are typically in the 2-3% range for both providers and practices.



Key Patient Indexes

Though our three key patient index scores are also, on average, quite high (scale 1-5, averages between 4.3 and 4.7), providers and practices on the MedStatix platform still see improvements over time. Measured month-to-month, aggregate improvements are typically in the 2-3% range.

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Conclusion

Providers who use the MedStatix platform consistently see improvements in the areas of customer loyalty, ratings and recommendability, and key patient indexes. In fact, measurable improvement is still characteristic even when ratings are high at the outset. Evaluating and taking action on patient experience data, therefore, is universally beneficial for both providers and practices.

References

¹Markey, Rob; Reichheld, Fred. *"The Economics of Loyalty"*. *Loyalty Insights*. Bain & Company, Inc.
<http://www.bain.com/publications/articles/the-economics-of-loyalty.aspx>



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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