

Service Excellence- Patient Satisfaction Survey and Experience Survey

Harkaran Singh Sahni
Head- Service Excellence
Apollo Hospitals Group

The image features a central white text box with a dark blue border. The text inside reads: "Patient can't measure quality of clinical care; but they can measure quality of Experience!". The background is light blue with various decorative icons: speech bubbles in white, light blue, dark blue, and red, some with patterns; and two stylized human figures at the bottom left holding red signs with white squares.

**Patient can't
measure quality of
clinical care; but
they can measure
quality of
Experience!**

Interesting facts

73%

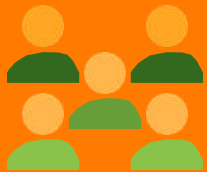


of patients want to be asked for feedback within a few minutes to a few hours after they receive care

53%



of patients say they value great customer service in a healthcare provider



- If you **satisfy** 1 patient, that reaches 4 more patients.
- If you **alienate** 1 patient, that reaches 10 potential patients.

What is Patient Satisfaction or Patient Experience ?

"**Patient Satisfaction**" is the balanced measure of the quality of care whereas "**Patient Experience**" focuses on the way the healthcare facilities are perceived by the patient



It gives providers insights into various aspects of medicine, including the effectiveness of their care and their level of empathy



It is the extent to which patients are happy with their healthcare, both inside and outside of the doctor's office



An important and commonly used indicator for measuring the quality in health care

"3" Important components of Patient Experience



Wait Time

- 84% of people believe wait time is either “somewhat important” or “very important” to the overall experience at a doctor’s office
- 30% of patients have walked out of an appointment due to long wait
- 1 in 5 patients has changed doctors because of long wait times



Cost

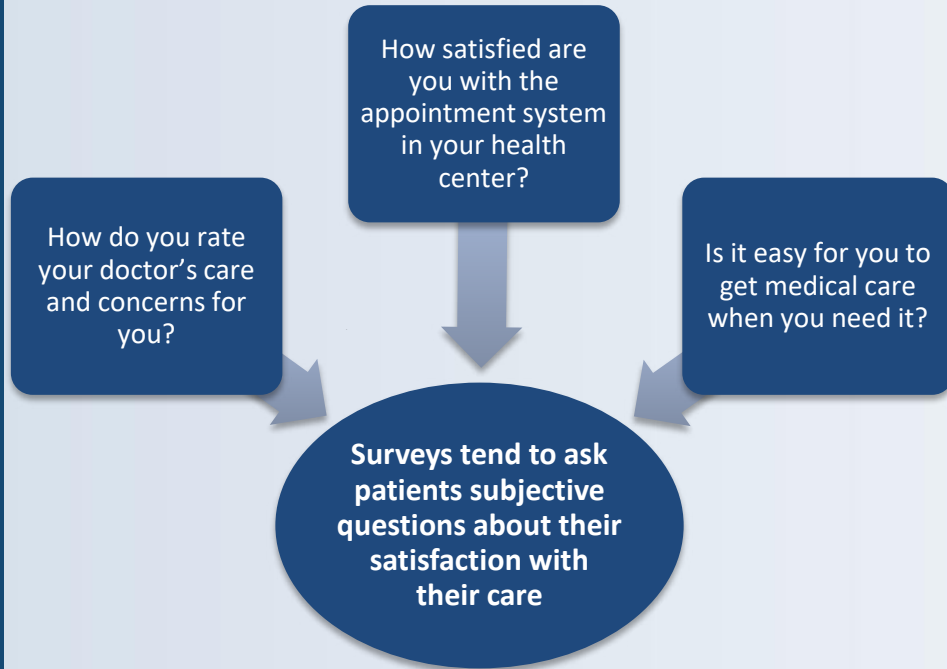
- 77% of patients say healthcare costs are unpredictable
- 41% of Millennial's requesting estimates before undergoing treatment



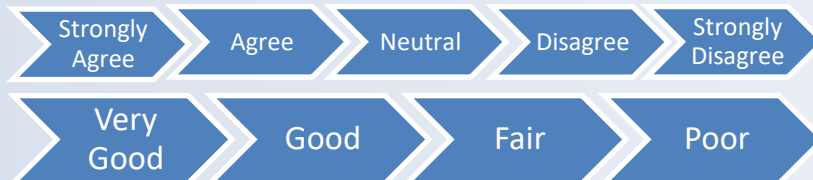
Communication

- 58% of patients says responsiveness to follow-up questions via email or phone outside of the appointment is critically or very important
- 68% of patients said their healthcare providers need to improve how they interact with patients

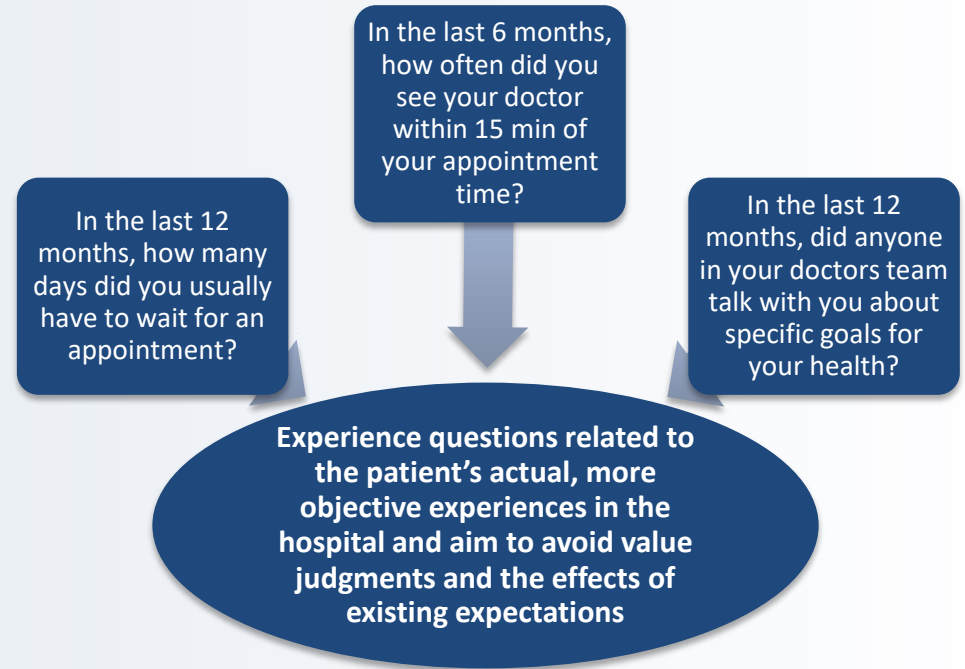
Patient Satisfaction



Multiple choice answer to satisfaction questions are also more subjective, such as:



Patient Experience



Multiple choice answer to experience questions are more objective, such as:



Differences Between Patient Satisfaction & Patient Experience

Satisfaction Rating Reflect	Patient's Experience Rating Reflect
<u>personal preferences</u>	<u>Report in detail about their experiences</u>
perception of the quality	Confidence and trust
Global satisfaction rating can be misleading	Being treated with dignity and respect
<u>General evaluation</u>	<u>Quantifiable and actionable concerns</u>
<u>Patient's evaluation</u> of what occurred	<u>What actually</u> occurred
"How would you evaluate that experience?"	"What was your experience?"

Ways to measure Patient Satisfaction

Now, hospitals, surgeries and clinics are striving to quantify the care they give and measure how satisfied patients are with their experience.



**FEEDBACK ?
COMPLAINT?**

One simple way of measuring patient satisfaction is just to ensure they have a forum in which their voice is heard. This could be as simple as keeping a "patient feedback" box in your reception area



- **81%** - read online provider reviews
- **70%** - said reviews about quality of care, most important and influential
- **60%** - will choose one provider over another because of positive online reviews
- **60%** - will not book an appointment with a provider that had poor quality scores online

Online Ratings



**Patient Satisfaction
Surveys**

Wondering what your patients really think about your health system? The best way to know is to ask, with a patient satisfaction survey!

- ✓ Evaluating care quality
- ✓ Ensuring better patient outcomes
- ✓ Enhancing Experience
- ✓ Providing a much more accurate measurement of your performance



Key factors to create a Patient survey

Practices can solicit feedback from patients in a variety of ways: phone surveys, written surveys, focus groups or personal interviews.

“Keep it simple,” says former and keep these lessons in mind:

- 1 Ask about the top three issues
- 2 Ask essential question
- 3 Word questions carefully
- 4 Use consistent scales
- 5 Include an open-ended question
- 6 Collect demographic data
- 7 Strive for anonymity

Sample Size

The sample size for a study needs to be estimated at the time the study is proposed; too large a sample is unnecessary and unethical, and too small a sample is unscientific and also unethical.

How to select correct sample size?

- ❑ The minimum sample size is 100
- ❑ A good maximum sample size is usually 10% as long as it does not exceed 1000

Even in a population of 200,000, sampling 1000 people will normally give a fairly accurate result.

Sampling more than 1000 people won't add much to the accuracy given the extra time and money it would cost.





Net Promoter Score

Net Promoter Score stands for a metric used in customer experience programmes. It measures customer satisfaction and loyalty, allowing companies to track how people perceive their brand and predict business growth.

NPS is measured through a survey that contains one single question:

“On a scale of 0 to 10, how likely are you to recommend XYZ Hospital to a friend or family?”

The scale further translates into the measurement between -100 to 100, indicating customer satisfaction with your brand, service, or product.





Net Promoter Score

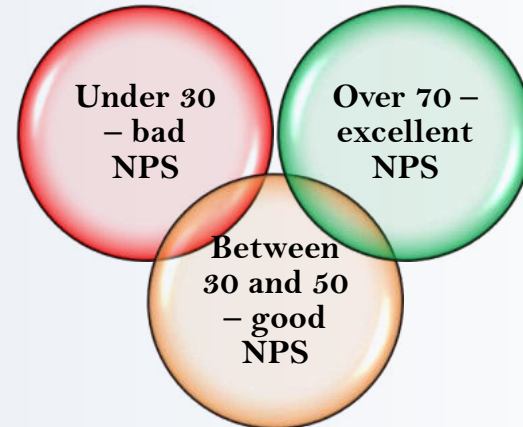
How do you come up with the correct measurement?

You calculate NPS depending on how customers answer the question and whether they are willing to recommend you to other people. There are:

- **Promoters (score of 9 and 10)** – most enthusiastic customers who are likely to recommend the brand
- **Passives (score of 7 and 8)** – satisfied, neutral and not likely to spread neither positive nor negative word-of-mouth.
- **Detractors (score of 0 to 6)** – unsatisfied customers, won't stick around discourage others from engaging with your brand.

% Promoters - % Detractors = NPS

A final result is a whole number that indicates customer satisfaction and mostly represents as follows:





Net Promotor Score

How can NPS detractors impact your business?

Detractors are loud and clear about their issues.

If businesses don't do it right, they may run at a risk of:



How **Detractors** can be turned into **Promoters**?

This will help improving your customer experience and satisfaction in long term.

Following ways can be used to do so:

Acknowledge the feedback of your customers

Get to the bottom of the issue

Work on the relationship

Check up on all customers



Food for Thought

86%

of customers are willing to pay more for a better customer experience



51%

of customers will never do business with that company again just after one poor Customer Experience.



91%

of customers who are unhappy with a brand will just leave the brand without even complaining

4% to 8%



Businesses that deliver better customer experiences obtain revenues above their market

Thank you