

Case Study: Patient Experience Program

Challenge

Our client, an international hospital chain, was looking to understand the key drivers of patient satisfaction and recommendation, and drive patient experience to the next level. To this end, they wanted to implement a complete solution to track patient experience at their landmark hospital.

Solution

We started with understanding the full patient experience journey through hospital stakeholder interviews, journey mapping, and patient segmentation. Based on the information gathered, we built a patient experience programme focused on collecting in-the-moment patient feedback at key touchpoints across the entire journey. We analysed customer feedback to provide all hospital staff, from nurses to management, with actionable improvements.

Results

As one of the results of the program, our client had one of the lowest staff turnover rates in the region thanks to higher employee engagement. The quick response to negative feedback resulted in higher patient loyalty. Two years later, the hospital boasted a 4% higher net revenue margin than main rivals.

