

# Patient Experience Program Revamp through Data Science

## THE CHALLENGE

Our client, an international hospital chain with facilities in MET, ran a patient experience program for two years. The hospital wanted to better utilize the gathered data in order to gain deeper insights about patient needs and how to prioritize improvement actions and budgets.

## OUR SOLUTION

GemSeek collected all available data, cleansed it and created a single dataset. We used a variety of statistical modelling techniques (correlations, regressions, Random Forrest analyses) to draw relationships between the data: the effects of different interactions on each other and on the overall patient experience. Furthermore, we segmented patients into 5 distinct groups, based on their healthcare needs and expectations.

## THE RESULTS

GemSeek's insights enabled our client to understand how each experience affected patients' overall satisfaction levels, what were the most and least important touchpoints across the patient journey, and how to tailor actions to its key patient segments. As a result, our client created a prioritized action plan, which yielded significantly higher return on patient satisfaction compared to previous efforts.

