

# Patient Journey & Experience Program

## THE CHALLENGE

Our client, an international hospital chain, had just entered the MET market. They were looking to understand which are the key drivers of patient satisfaction and recommendation as well as to implement a complete solution to track patient experience.

## OUR SOLUTION

GemSeek conducted a patient journey mapping, patient segmentation, competitive benchmarking and brand-positioning exercises to understand market gaps, needs, and differentiation against competitors. We assisted the client in implementing a Patient Experience Management platform to collect in-the-moment patient feedback across the entire journey. This allowed to share best practices and take immediate actions for improvement.

## THE RESULTS

GemSeek enabled our client to deliver a tailored approach to each patient segment and have a quick response to negative feedback. All this resulted in higher patient loyalty and in 2 years time had the financial impact of 4% higher net revenue margin. Our client managed to create a truly patient centric culture and also had one of the lowest staff turnover rates in the region thanks to the higher employee engagement.

