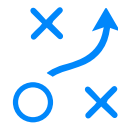


5 Fundamentals of a Great Hospital Patient Satisfaction Program

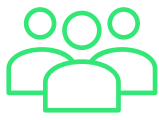
Hospitals that achieve excellence in patient satisfaction have the following 5 fundamentals in place:

STRATEGY

1



Satisfaction is not the job of one—it is the responsibility of the entire organization. Hospitals that communicate an expectation of excellence, clearly define key performance indicators, and hold regular accountability check-ins regarding patient satisfaction are on track to deliver exceptional patient satisfaction.



Organizations with world-class patient satisfaction performance recruit and select the best talent that aligns to the mission and strategy of driving excellence in patient satisfaction as a top strategic priority. Employee engagement is critical, as cross-industry data demonstrate a clear association between employee engagement and patient/customer satisfaction.

2

PEOPLE



Hospitals need a regular cadence of measuring patient satisfaction, with timely follow up to manage performance improvement opportunities. World-class organizations focus on both quantitative and qualitative data and insights to drive continuous improvement.

3

PROCESS



With increased demand for omnichannel communication options, hospitals need to measure and manage patient satisfaction with their integrated touchpoints with a focus on timely and continuous improvement for users.

4

TECHNOLOGY



Within industry and cross-industry benchmarking can make a big difference. World-class companies not only compare their performance to within-industry standards but often look for innovation and best practices outside of their industry. Hospital patient satisfaction provides no exception.

5

BENCHMARKS