

High Desert Medical Group Increases Feedback with Patient Surveys

TELEVOX SOLUTIONS



In an increasingly competitive healthcare environment, leading providers are placing greater focus on improving the all-around patient experience. However, the challenge for these organizations has always been developing a method for gathering actionable data in a timely manner. High Desert Medical Group (part of the Heritage Provider Network) in Lancaster, CA is one of a growing number of organizations that are adopting West's survey delivery to obtain cost-efficient and immediate feedback from patients.

Before implementing West surveys, the practice collected patient feedback via paper surveys that patients were asked to complete before leaving the office. Deana Rivas, NextGen Development Specialist for High Desert Medical Group, notes that even while offering a gift card drawing as incentive for completing the survey, patient participation rates were only 15-20%. Rivas attributes this to patients being understandably anxious to leave the office immediately after the appointment.

West survey phone calls are delivered after 6:00 p.m. on the same day as the appointment, when patients are most likely to be home. Participation rates now range between 30-35%, doubling the success of in-office paper surveys. Though clients can choose to have West leave a message with instructions on how to take the survey at a later date, Rivas currently only allows patients who answer the call to transfer and complete the survey. This ensures that all participants will provide feedback while the appointment is still fresh on their minds.

- 30-35% response rate to West surveys, doubling previous efforts
- Offers convenient method for patients to provide feedback
- Helps pinpoint opportunities for provider improvement and patient-specific outreach



High Desert Medical Group Patient Survey

1. Did you feel that your appointment was scheduled in a timely manner?
2. Did you understand your doctor's explanations?
3. Did your doctor listen carefully to you?
4. Did you feel that your doctor knew your medical history?
5. Did you feel your doctor spent enough time with you?
6. Did you feel your doctor was respectful toward you?
7. Did you understand your doctor's instructions?
8. Did you feel the office staff treated you with courtesy and respect?
9. Was the office staff as helpful as you thought they should be?

"We've found that patients are much more willing to provide feedback from the comfort and convenience of their own home," says Rivas. "And sending survey calls on the same day as the appointment ensures that we'll receive the most accurate responses to our questions."

After answering the call, patients are greeted with a brief introductory message that references their specific provider before having the opportunity to press their phone's keypad to complete the nine-question survey. The survey covers a wide spectrum of activities associated with a patient's visit, including scheduling, the examination and interactions with the front office staff. Patients are given simple and consistent response options to each of the nine questions – Always, Sometimes and Never.

Each morning, Rivas receives a report that details the previous evening's survey responses. Rivas shares the data with each provider to show his or her overall performance across the survey topics. Trends in this ongoing data are helpful for pinpointing areas of potential improvement for the provider. This data also allows the practice to make immediate proactive outreach for patients who appear to be unsatisfied with their visit. If a patient answers "Never" to three or more questions, this instance is reported to the Member Services team for a personal follow-up outreach effort.

"West's account management team has greatly improved our ability to collect survey data we can effectively and quickly use to improve service to our patients," says Rivas.