



AS SEEN IN COSMETIC SURGERY & BEAUTY MAGAZINE

isfaction

THE POWER OF OPINION

KERRY BIELIK, DIRECTOR OF INSIGHT PATIENT SATISFACTION SOLUTIONS, EXPLAINS THE IMPORTANCE OF CAPTURING PATIENT FEEDBACK.

The Information Age has seen significant and rapid changes to every facet of the consumer economy. Market researchers constantly seek our opinions on products and services and websites such as www.tripadvisor.com exist to inform others of the real-life consumer experience. Likes and dislikes are discussed on blogs and social media sites, and we are increasingly embracing online shopping. The power of the consumers' voice has never been greater and woe betide the service provider who doesn't listen.

It seems the medical profession has heard the call. In the UK, the National Health Service recently introduced a mandatory patient satisfaction feedback program into all hospitals in the country. In Australia, various state health departments have implemented similar quality improvement

initiatives. Now, private clinics and medical practitioners are realising that the patient's satisfaction with the service or treatment is just as important to the patient experience as the clinical outcome.

This is even more relevant when the treatment or procedure is elective. Where a consumer has decided to invest a portion of their disposable income for what is essentially a desire rather than a need, their expectations of service performance are understandably higher.

Recognising this, many practitioners in the field of cosmetic medicine are taking a pro-active approach to improving the patient experience by implementing their own satisfaction feedback surveys.

Apart from asking for opinions on how happy the patient was with the treatment outcome, they're seeking feedback on such issues as waiting times, facility comfort and ambiance, doctor/patient rapport and the courtesy of staff.

By reviewing the information obtained from these surveys, practitioners are able to benchmark the satisfaction ratings of various aspects of the practice, and use this to find ways to enhance the customer experience at every stage of interaction. Let's face it; if we're very satisfied with a previous experience, we're more likely to return in the future.

So what should you expect from this kind of survey from your doctor?

- First and foremost, absolute confidentiality. It should be down to your discretion whether or not you give your name or other personal information.
- The questionnaire shouldn't be too intrusive. It should ask you to provide your opinions without necessarily getting into the specifics of what formed them. If you want to add a comment, that should be your choice.
- Completing the questionnaire shouldn't be an onerous task. You are giving your time freely so if there are too many questions you'll be less inclined to participate. Tick box rating scales are a convenient way to cover most of the issues.
- Clarity of questions and responses is also important. You shouldn't have to second guess what is being asked.
- The survey should have a professional appearance. If it's in the form of a paper questionnaire, this should be properly printed on quality paper, not presented as a faded photocopy. A stamped, self addressed envelope should also be provided.
- Online surveys are becoming more prevalent and they can be convenient for both parties. A survey participation request should come in the form of a polite email from the doctor or practice manager, providing a secure link to the dedicated survey website.

A simple, well designed patient satisfaction survey is a useful tool for cosmetic medical practitioners, but ultimately it's you, the consumer who will reap the rewards, in the form of enhanced quality of service. **csbm**



CRITICAL CUSTOMER EXPERIENCE
FEEDBACK FOR MEDICAL
PRACTITIONERS

Research shows 65% of clients are more likely to use and recommend a business with a pro-active customer feedback system.

How will a customised patient satisfaction survey solution help your practice and your patients?

- It identifies where the practice's strengths and weaknesses are, from the patient's perspective.
- It sets you apart from your peers in a competitive environment.
- It demonstrates that you place a high priority on the overall patient experience.
- Your existing client's loyalty is enhanced when they feel their opinions are valued.
- It shows potential clients you have confidence in your clinic's quality of service.
- It will promptly alert you to any emerging operational problems.
- The information will help you streamline business operations and enhance profitability.
- Patient Satisfaction Ratios are an excellent marketing tool and can also be used as Key Performance Indicators to motivate and incentivise your clinic staff.



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