

Web-enabled Patient Experience Feedback



Patient Retention ROI Facts:

- *80% of future revenue will come from just 20% of your existing patients (Gartner Group)*
- *Existing patients convert at 60 - 70%, compared to new prospects at 5 – 20% (Marketing Metrics)*
- *Repeat patients spend 33% more compared to new ones (CMO.com)*
- *Boosting patient retention by 5% can raise profits by 75% (Bain and Company)*

Who We Are.

IPSS is a Sydney based company dedicated to assisting high end medical practices whose goal is to provide an outstanding customer experience for their patients.

What We Do.

We specialize in creating web-enabled patient feedback surveys to provide clinic management with critical information about their customer's experience.

We offer a one-stop solution; creating a customised questionnaire, hosting the survey online, analyzing the data and providing intuitive reporting.

How It Works.

The clinic emails a request to patients, containing a link to their online survey.

Patients click on the link and are taken directly to the clinic's survey, where they complete the questionnaire at their convenience.

Patients can submit responses with complete confidentiality, if so desired.

IPSS consolidates the response information and provides quantitative/qualitative analysis reports to clinic management.

Note: IPSS has no access to patient database information or records, hence complete security and confidentiality is always maintained



Contact us for further information or an obligation free proposal:

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System Features:

- ✓ Professionally designed questionnaires, customized to your specific needs.
- ✓ Accommodates multiple clinic locations, treatment providers and medical procedures on a single platform.
- ✓ Simple and user-friendly process for survey participants.
- ✓ Convenient 24/7 online access.
- ✓ Easy to deploy and high survey response rate.
- ✓ Hosted on dedicated server with SSL encryption for complete security.
- ✓ Quantitative and qualitative information included.
- ✓ Real time access to responses and trending data metrics.
- ✓ Timely reporting with actionable information.
- ✓ Comprehensive data analysis with user-friendly performance statistics and charts.
- ✓ For clinics in Australia, satisfies NSQHS "Standard 2" requirements.

QUESTIONNAIRE TOPICS.



Whilst uniquely designed for each practice, they typically cover the entire scope of patient interactions, including:

- ❖ Initial enquiry contact.
- ❖ Appointment process.
- ❖ Staff courtesy and professionalism.
- ❖ On-time performance.
- ❖ Consulting process.
- ❖ Pain management.
- ❖ Clinical outcomes.
- ❖ Post-operative care and follow-up.
- ❖ Narrative of comments or suggestions.

Additional Topic Options.

- ❖ Patient demographics
- ❖ How they heard about you or source of referral.
- ❖ Likelihood to return and/or recommend to others.



SURVEY BENEFITS.

- ❖ Provides a safe forum and opportunity for patients to voice frank opinions.
- ❖ Reinforces the clinics reputation for overall patient care.
- ❖ Alerts management to any systemic issues before they become problematic.
- ❖ Avoids issues potentially being publically aired on social media forums.
- ❖ Enhances customer loyalty.
- ❖ Reduces patient defection and marketing expenditure to recruit replacement business.
- ❖ Report provides Key Performance Indicators and Benchmarks that management need to make informed business decisions.
- ❖ "If you don't measure it, you can't manage it".
- ❖ Trend analysis shows the impact of operational changes on customer satisfaction.
- ❖ Sharing information with your team is a great way to engage and motivate them.
- ❖ Encourages staff to contribute towards the goal of total customer satisfaction.

