

DO YOU KNOW THE KEY TOUCH POINTS THAT DRIVE PATIENT LOYALTY?

Based on a sample size of 16,000+ patients using M3-Patient Experience®, the following key patient experience touch points have the highest correlation to overall patient satisfaction, patient retention, and more importantly, patient advocacy.

OVERALL SATISFACTION

1

RETENTION RANK

1

ADVOCACY RANK

EXAM THOROUGH

3

RETENTION RANK

2

ADVOCACY RANK



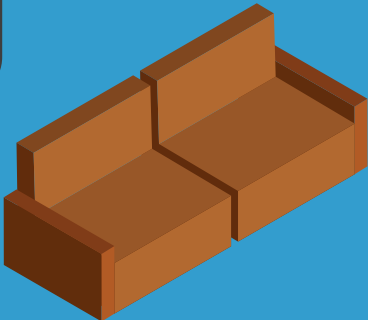
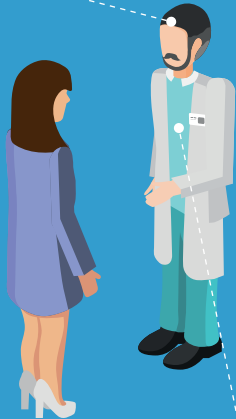
PROVIDER ANSWERS

2

RETENTION RANK

3

ADVOCACY RANK



PROVIDER CONCERN

4

RETENTION RANK

4

ADVOCACY RANK

PHONE HANDLED

6

RETENTION RANK

5

ADVOCACY RANK



TECH ANSWERS

7

RETENTION RANK

6

ADVOCACY RANK



PREP STAFF

7

RETENTION RANK

6

ADVOCACY RANK

RECEPTIONIST

11 | 9

RETENTION RANK

ADVOCACY RANK



SIGNAGE

12 | 8

RETENTION RANK

ADVOCACY RANK

RANKING OF KEY TOUCH POINT CORRELATIONS TO PATIENT LOYALTY

Correlation Strength

+0.50 to +0.59 Moderately High

+0.30 to +0.49 Moderate

+0.20 to +0.29 Weak

+0.01 to +0.19 None or negligible

PATIENT POINTS OF CONTACT	RETENTION LOYALTY	ADVOCACY LOYALTY	RETENTION RANK	ADVOCACY RANK
Overall Satisfaction	0.824	0.853	1	1
Exam Thorough	0.692	0.732	3	2
Provider Answers	0.716	0.731	2	3
Provider Concern	0.644	0.687	4	4
Phone Handled	0.517	0.602	6	5
Tech Answers	0.487	0.554	7	6
Prep Staff	0.533	0.548	5	7
Signage	0.423	0.546	12	8
Receptionist	0.436	0.544	11	9
Tech Concern	0.457	0.526	8	10
Facility Clean	0.441	0.515	9	11
Phone Answered	0.440	0.498	10	12
Appointment Setup	0.396	0.485	13	13
Message Return	0.390	0.484	14	14
Wait Reasonable	0.342	0.450	17	15
Billing Office	0.363	0.442	15	16
Appointment Wait Time	0.332	0.441	18	17
Invoices	0.348	0.437	16	18
Parking	0.254	0.301	19	19

ABBREVIATION**M3-PATIENT EXPERIENCE[®] SURVEY STATEMENT/QUESTION**

Phone Answered	My call was ANSWERED within a reasonable amount of time. Do you agree or disagree?
Phone Handled	My call was HANDLED within a reasonable amount of time. Do you agree or disagree?
Message Return	The last time I left a message, my message was returned within a reasonable amount of time. Do you agree or disagree?
Appointment Wait Time	The number of days that I had to wait to see my provider was a reasonable number of days for THIS appointment. Do you agree or disagree?
Appointment Setup	The person who set up my appointment was helpful and courteous.
Parking	The facility had sufficient parking. Do you agree or disagree?
Facility Clean	The lobby/waiting areas, exam room, and restrooms were neat and clean. Do you agree or disagree?
Signage	The signs were clear and understandable, allowing me to find my way around the facility with little or no difficulty. Do you agree or disagree?
Receptionist	When I checked in, the receptionist was courteous and friendly.
Wait Reasonable	During THIS visit, the total amount of time I spent waiting was reasonable (waiting room and exam room) Do you agree or disagree?
Tech Concern	The technologist, (X-Ray, MRI, or other technologist), that performed my test treated me with respect and concern. Do you agree or disagree?
Tech Answers	The technologist, (X-Ray, MRI, or other technologist), that performed my test explained my procedure and answered my questions. Do you agree or disagree?
Prep Staff	The clinical staff member (nurse or medical assistant), who prepared me for my visit was courteous, respectful and friendly. Do you agree or disagree?
Provider Concern	My provider treated me with courtesy, respect and concern. Do you agree or disagree?

Provider Answers	My provider answered my questions and explained my treatment. Do you agree or disagree?
Exam Thorough	I felt satisfied with the thoroughness of my exam and medical treatment. Do you agree or disagree?
Billing Office	Based on my most recent interaction when calling the number on the statement, the billing personnel were helpful and courteous. Do you agree or disagree?
Invoices	Based on my most recent bill, my statements are generally accurate and easy to read. Do you agree or disagree?
Recommend	I would recommend this practice to my family and friends. Do you agree or disagree?
Likely	How likely is it that you will continue to seek medical attention at our practice?
First Time	If you were selecting a similar provider for the first time, how likely is it that you would choose this practice?
Loyalty	I believe this practice has earned my loyalty.
Diagnosis	I trust my provider's judgments/diagnosis regarding my medical care.
Best Interest	I trust my provider has my best interest in mind when making medical care decisions.
Satisfied	I am satisfied with the overall service provided by this practice.

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