



How Baptist Health Remains #1 in an Increasingly Competitive Market

 HEALTHCARE CASE STUDY





ABOUT BAPTIST HEALTH

Founded in 1955, Baptist Health serves the Northeast Florida community with five hospitals and three freestanding emergency rooms. In the last few decades, Baptist Health has expanded its service offerings, leading with the area's largest network of physician offices that offer adult and pediatric specialties.

Baptist Health is recognized as a Magnet Health Care System, an international quality designation considered the "gold standard" for nursing and clinical care — and awarded to less than five percent of hospitals nationwide.



INTRODUCTION

As healthcare providers seek ways to improve patient care, cut costs, and increase market share, integrated delivery systems continue to

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grow in popularity. While providing a continuum of services under a single umbrella is a great way for healthcare organizations to expand their footprint, it also causes some growing pains, leaving many healthcare systems with disparate practices and different ideas of what “excellent service” means. These inconsistent standards create inconsistent patient experiences that can impact the reputation of an entire healthcare

brand. Here's how Baptist Health, Jacksonville, Florida's leading healthcare provider, is discovering what patients want most – and delivering it.

CHALLENGE

Today's patients are savvy consumers – they conduct their own research, browse online reviews, and closely evaluate alternatives before choosing a healthcare provider. For healthcare systems, that means brand perception and consumer experience are quickly becoming priorities.

Throughout its recent service expansions, Baptist Health recognized that delivering a first-class patient experience -- inside and outside of the hospital room -- is the key to maintaining its success as *Jacksonville's Most Preferred Healthcare Provider*. To continue being a top choice for patients, Baptist Health knew it needed a patient loyalty strategy with a real-time means of gathering, measuring and acting on patient feedback across its entire healthcare system.

Baptist Health, like many health systems, had always used the Inpatient Satisfaction surveys required by the Centers for Medicare and Medicaid Services (CMS), in addition to a variety of other surveys for Emergency Department and Ambulatory Surgery patients. These surveys, known as CAHPS or HCAHPS, are not intended to measure patient experience,



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but rather, patient outcomes and whether or not certain activities occurred during a hospital stay. While these surveys have value,

Baptist Health leadership saw they came with time delays, an extensive number of questions that limit the response rate, and ultimately are not designed to help healthcare systems be competitive or improve patient experience.

SOLUTION

Baptist Health selected Listen360, a Net Promoter Score (NPS)¹-based patient engagement platform, to begin gathering real-time patient feedback via a simple, 30-second survey.

Baptist Health first implemented Listen360 at its urgent care centers and quickly made the decision to deploy the program to pediatric,

primary care, orthopedic, and other outpatient facilities. Because Listen360 directly integrates with Baptist Health's EHR system, engaging with patients across every care center was seamless. Within hours of going live with Listen360, Baptist Health began receiving more eye-opening and timely feedback than ever before.

Listen360's proprietary text analytics tool, called Voice of the Customer (VOC), aggregated the feedback into meaningful themes and trends, giving Baptist Health the ability to quickly pinpoint patient sentiment and identify likes and dislikes across caregivers, individual facilities, and the entire health system.

"Whether it's staying in tune with how patients feel about scheduling, parking, billing, wait times, or care, Baptist knows that the patient experience begins before a patient even walks through the door and continues long after their care."

– Diane Raines, Sr. Vice President
& Chief Nursing Officer, Baptist Health



Baptist Health's simple,
30-second Listen360 survey.




"Listen360 enables us to keep a pulse on how patients feel about our services — in real time — so we can initiate speedy service recovery and gain insights about where to focus our patient experience improvement efforts."

– Matt Zuino, President, Physician Integration, Baptist Health

SAVING AT-RISK CONSUMERS: FROM DISSATISFIED TO DELIGHTED

As part of the Listen360 platform, patients with concerns are given an outlet to express their feelings privately. Instant "detractor alerts," coupled with Listen360's interaction tracking, give designated Baptist Health team members an opportunity to quickly follow up as necessary and help turn patients from dissatisfied to delighted. Now, Baptist Health is armed with the additional data and tools it needs to ensure that every practice is delivering an experience that creates loyal patients. And if a practice area receives less



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than stellar feedback, the Listen360 platform provides Baptist Health's team with insights to help unhappy customers before they post a negative review or take their business elsewhere.

In addition, pleased patients are given an opportunity to share their experience online, which can drive customer referrals and retention.

RESULTS

Since its implementation in 2013, Baptist Health's team has embraced Listen360 as the key to creating an unparalleled experience for every patient. They have sent nearly 1 million feedback requests and achieved an average response rate of 35 percent, significantly higher than its previous survey methods.



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Physicians throughout Baptist Health are ranked according to feedback scores, results are used as a review tool in monthly staff meetings, and patient feedback plays a direct role in driving smarter business decisions, happier patients, and more referrals.

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SUMMARY

As healthcare grows increasingly competitive, Baptist Health realized they needed patient feedback data in a timelier and more effective way than its previous survey methods. The top-rated healthcare provider implemented Listen360

in 2013 to get real-time insights into the patient experience, and has received over 300,000 feedback responses from patients. This vast amount of response data has enabled more effective business decisions and practices that help Baptist Health remain one of the top-ranked healthcare systems in the nation.



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WHAT CAN WE HELP YOU SOLVE?

Our patient engagement platform is the key to listening to and learning from your patients. Through metrics and insights, we help you leverage direct patient feedback to make your products and services more meaningful to the patients you serve.

Visit listen360.com/healthcare for more info.

