Surgery Center Utilizes The Physician Empowerment™ Suite to Improve Practice Operations

CASE STUDY: *The Physician Empowerment™ Suite* Aids Practice in Achieving Significant Increases in Patient Experience and Earning 5-Star Ratings

THE CHALLENGE:

A three-physician surgical group struggled with poor online reputation. Referrals from previous patients accounted for greater than 50% of the practice's business, so online reputation and word-of-mouth were key to its growth. A less than stellar online reputation highlighted by 2- and 3-star ratings raised concern from the practice manager that the practice was likely missing out on numerous opportunities for referrals. Patient satisfaction was at an all-time low, hovering around 60%.

THE SOLUTION:

The practice implemented the The Physician Empowerment™ Suite, SE Healthcare's data analytics solutions for healthcare providers, into its operations. By utilizing the Patient Experience Platform within the suite, the practice was able to measure patient satisfaction through the powerful data analytics dashboard available within the tool as well as review written feedback directly from patients addressing specific issues. The data highlighted repeated instances of poor experiences and communication issues relating to one specific provider, and front desk interaction was often cited as a negative experience by survey respondents. The practice also utilized the Clinical Effectiveness Platform, another tool available within suite, to uncover opportunities for improvements based on the performance of their providers.

Armed with data from The Physician Empowerment™ Suite, the practice made necessary changes, leading to the following enhancements:

➤ **Patient satisfaction ratings rose from a low 60% to greater than 90%**

➤ **2- and 3-star ratings began to disappear, and 5-star ratings became the norm**

➤ **Implemented regular staff meetings during which they analyzed the data and targeted specific actions to drive change**

➤ **Terminated an employee with chronically poor patient engagement, communication issues, and other problems**

THE PHYSICIAN EMPOWERMENT™ SUITE

Empowering healthcare organizations through data analytics by measuring critical performance metrics to drive improvement and growth.

The Physician Empowerment™ Suite Difference:

➤ Unique questions and content carefully formulated by healthcare thought leaders

➤ Simple, easy-to-use, affordable platform to enhance user experience

➤ Real-time, actionable insights to improve your decision making

➤ Specialty-specific to gather the data that matters most

➤ Credible data beyond the basics to also focus on critical topics like physician burnout, reimbursement, and patient engagement

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