

Does Patient Feedback On Online Review Platforms Correlate To Patient Satisfaction Survey Feeds?



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Introduction

As a large, integrated healthcare organization, the client delivers nationwide medical care at hospitals and multiple practice locations. A leading provider across multiple medical specialties, the client's active employees (comprised of practitioners and administrative staff) engage in millions of patient engagements annually, making both cutting-edge care and exemplary patient service top priorities.

The Challenge

As a large health system, the client had one primary challenge: to maintain and enhance the industry-leading patient care excellence that has become synonymous with the brand, while also staying in step with rampant national corporate growth. As a primary medical resource for millions, this health system's values set the benchmark for superior service standards to patients throughout every level of its organization at all times.

In the midst of continued branch expansion, this large healthcare provider identified a mission-critical goal to sustain its reputation as a prominent provider of world-class medical care, delivering an unparalleled visitor experience that both maintained its current patient base as well as encouraged new patients to visit its national network of medical facilities.

The large health system's innovative approach to medical treatment and services ensures that visitors to its facilities are viewed as more than a patient. Each guest seeking care at a client facility is treated as a valued customer that has numerous interactions with staff that extend far beyond time spent with a practitioner.

The company recognized that the best way to gain comprehensive insights into current consumer satisfaction levels was to aggregate feedback given directly from the consumers themselves. The health system then made a secondary goal to aggregate data found in numerous completed patient surveys; its case study would include both government-mandated HCAHPS surveys sent on behalf of client after every patient visit as well as unsolicited surveys and reviews posted online.

Survey Categories

Survey responses fall into two categories:

1 Structured

Structured survey responses utilize a more concise format that limits field options. Fill-in-the-blanks, yes/no questions, checkboxes, numerical scale ratings, and multiple-choice options are all structured response examples. Structured survey answers offer an easy way to quantify information and pinpoint specific data sets for future reference.



2 Unstructured

Unstructured survey responses allow unrestricted replies to open-ended questions as well as open text input on any topic the survey

taker would like to address.

This survey format is more qualitative in nature, allowing exploration into someone's feelings, perceptions, and experiences.



The client's secondary goal to glean essential information from solicited and unsolicited surveys posed a secondary challenge. In order to gain full-scope perspective into the overall patient experience, this large health system had to effectively measure both structured and unstructured responses to accurately gauge if patient feedback online (social media, digital review sites) mirrored patient satisfaction survey input gathered from HCAHP surveys.

The Initiative

The large health system partnered with Binary Fountain to automate data aggregation of both solicited and unsolicited surveys and determine the consistency of patient feedback across both resources.

Binary Fountain specializes in patient feedback data and deep patient analytics, partnering with over 4,000 facilities to help healthcare organizations establish a single, fact-based view across its entire consumer experience. Binary Fountain's natural language processing (NLP) technology automates and expedites analysis of unstructured responses in surveys with greater than 90 percent accuracy, making it an invaluable resource to clients' customer service initiatives.

Binary Fountain's NLP further classifies data sets by access, communication, office, loyalty, and outcome. By dissecting the language nuance and intended meaning of unstructured survey responses, Binary Fountain delivers deep-dive analyses into clients' consumer satisfaction levels over multiple features, indicators, and components.

Binary Fountain's applied NLP quickly organizes unstructured responses based on language use and application into several distinctive, relevant categories for the client's initiatives including:



- Timely Care
- Patient Satisfaction
- Bedside Manner

- Physician
- Office
- Helps Patient Understand



Project Scope

The large health system client and Binary Fountain launched the initiative by determining a hypothesis and the parameters of the study:

Hypothesis

Hospital online ratings and reviews correlate to the validated patient satisfaction survey instrument results.

Study Parameters

- **Number of Facilities** 12 hospitals
- **Timeframe** January 2017–March 2018
- **Data Sources** HCAHPS
 - ▶ Emergency Department (ED) – 9500 total surveys
 - ▶ Inpatient Surveys (IP) – 5700 total surveys



Social Media Sources

Common Insight Categories

Binary Fountain’s NLP technology broke down HCAHPS and social media surveys by both relevant and utilized Common Insight Categories, further classifying information by the number of times a designated category appeared to determine specific data points being quantified in the case study:

Common Insight Categories For ED & IP Surveys

- Medical Staff/Nurse
- Office Staff
- Quality of Procedure
- Facilities/ Environment
- Physician
- Bedside Manner
- Outcome
- Listens & Answers Questions
- Technologist
- Communication
- Cleanliness
- Materials
- Clinical Staff
- Billing
- Timely Care
- Front-Desk Staff

Common Insight Categories For Social Media Surveys

- Communication
- Clinical Staff
- Outcome
- Physician
- Facilities/ Environment
- Office Staff
- Quality of Procedure
- Medical Staff/Nurse
- Bedside Manner

The study’s sample population breakdown:



Inpatient
22,000
opinions

Inpatients who generated over 22,000 opinions classified into 37 insight categories



ED Patients
11,583
opinions

ED patients who generated 11,583 opinions classified into 37 insight categories



6094 Patients
37,435
opinions

6094 patients who documented 37,435 opinions on social media review sites

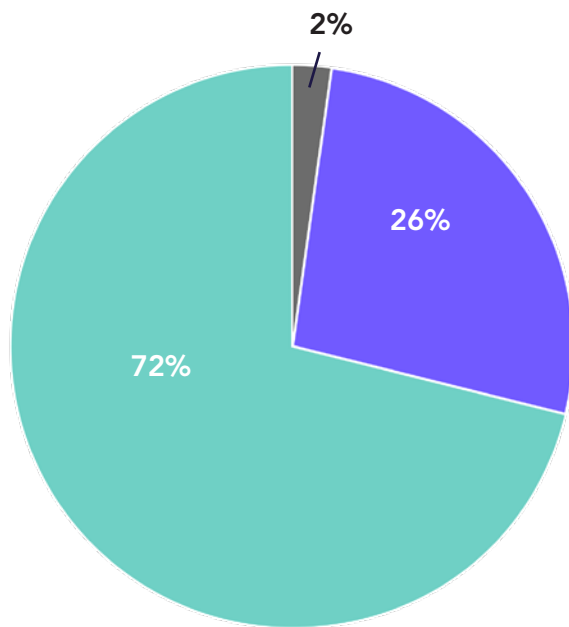
Survey Results

Careful analysis of collected data yielded several significant findings and results. Binary Fountain organized the information by individual survey results:



Social Media Responses

Social media responses were unstructured comments posted on review sites such as Google, Healthgrades, Vitals, etc. When broken down by overall experience:



72% of patients

had a **POSITIVE** healthcare experience

26% of patients

had a **NEGATIVE** healthcare experience

2% of patients

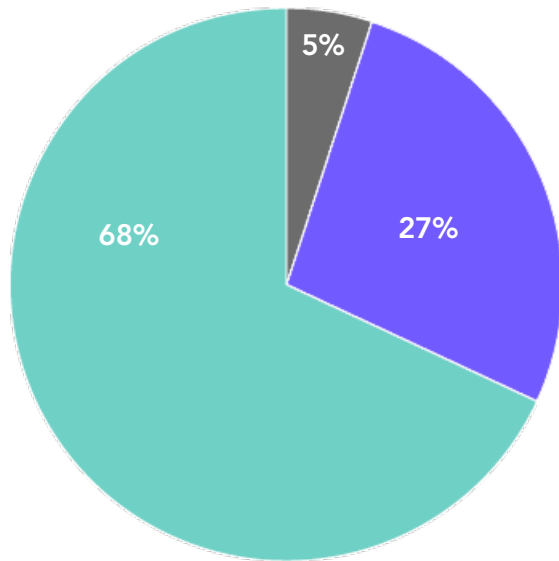
had a **NEUTRAL** healthcare experience

“ The volume of information collected, coupled with the quality of technology used to analyze individual data sets, minimized fluctuating trends to deliver a sound results baseline. ”

Inpatient

Unstructured IP Survey Results

The unstructured responses extracted from both social media and HCAHPS surveys evaluated open-ended responses that are often fueled by an emotional reaction to one or several components of the patient journey. When broken down by overall experience:



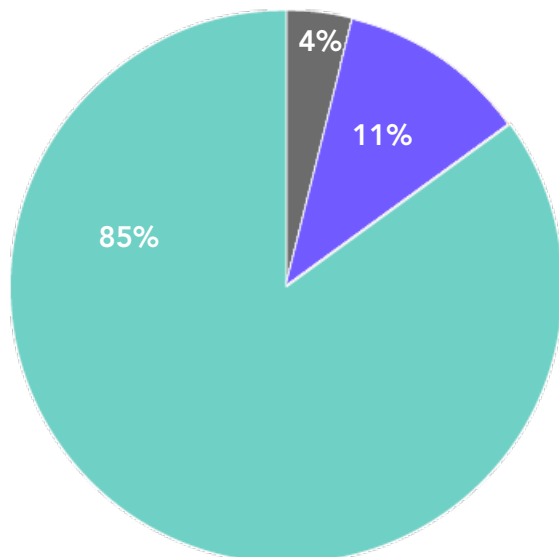
68% of patients
had a **POSITIVE** healthcare experience

27% of patients
had a **NEGATIVE** healthcare experience

5% of patients
had a **NEUTRAL** healthcare experience

Structured IP Survey Results

The structured survey responses of inpatients that received care at a client facility proved significantly higher than unstructured survey feedback. When broken down by overall experience:



85% of patients
had a **POSITIVE** healthcare experience

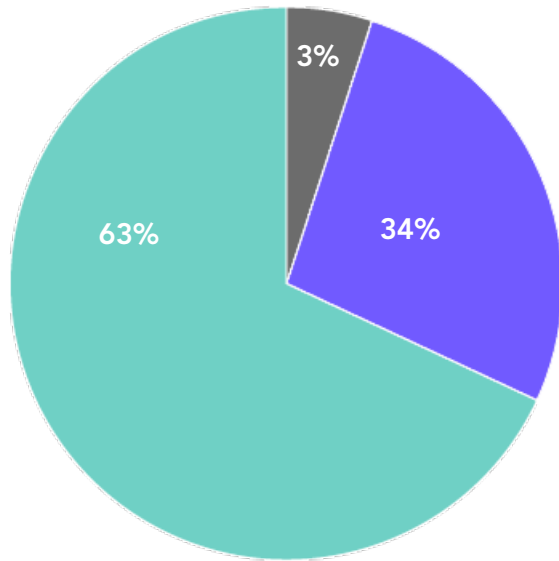
11% of patients
had a **NEGATIVE** healthcare experience

4% of patients
had a **NEUTRAL** healthcare experience

Emergency Department

Unstructured ED Survey Results

Like inpatient unstructured survey responses, the ED feedback documented extreme experiences that often directly result from an emotional reaction to a segment of patient care. When broken down by overall experience:



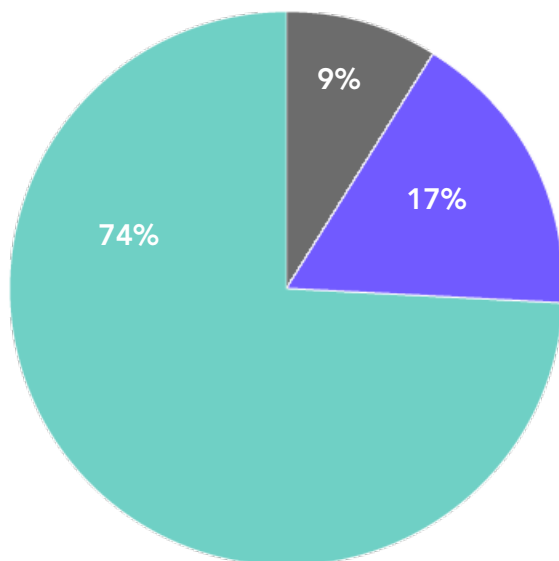
63% of patients
had a **POSITIVE** healthcare experience

34% of patients
had a **NEGATIVE** healthcare experience

3% of patients
had a **NEUTRAL** healthcare experience

Structured ED Survey Results

The structured survey responses of ED patients that received care at an client facility proved significantly higher than unstructured survey feedback. When broken down by overall experience:



74% of patients
had a **POSITIVE** healthcare experience

17% of patients
had a **NEGATIVE** healthcare experience

9% of patients
had a **NEUTRAL** healthcare experience

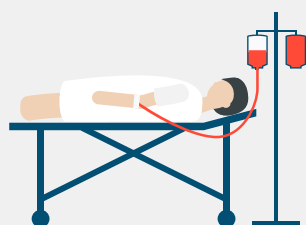
Survey Findings

Overall, the majority of patient input was positive across all survey formats (social media, inpatient and emergency department) and demonstrated a general correlation between patient feedback from online review platforms and patient satisfaction surveys. However, Binary Fountain’s data proved that structured feedback tends to be moderately to significantly more positive when compared to unstructured replies — a trend that warrants consideration from any healthcare facility seeking to improve consumer satisfaction levels.

Comparative Common Insight Categories

Binary Fountain further broke down data sets to illustrate feedback within common insight categories, segmented by inpatient and emergency department survey responses. The results clearly indicated that IP and ED patients valued different features, services, and operations throughout the patient journey.

The top five Common Insight Categories for inpatients were:



- Listens to and Answers Questions
- Facilities/Environment
- Medical Staff/Nurses
- Physician
- Bedside Manner

The feedback from ED demonstrated that patients in the emergency room prioritized other components in their care experience.

The top five Common Insight Categories for emergency department patients were:



- Front-desk
- Timely care
- Billing
- Cleanliness
- Material

By pinpointing the major motivators for feedback, Binary Fountain’s study provided an added layer of insight for the large health system client to customize processes based on patient type and directly enhance service quality levels based on what each consumer values most during the care experience.

Conclusion

It is important to note that, with any survey format, there are always variables that may distort findings and results. Invariably, some people allow outside, personal factors to influence the overall tone of their feedback. Additionally, some people tend to provide feedback that is consistently more positive or negative simply based on their general personality. However, the volume of information collected, coupled with the quality of technology used to analyze individual data sets, minimized fluctuating trends to deliver a sound results baseline.

After reviewing the findings of the joint study, the client identified several goals and objectives that could help maintain and expand on overall patient satisfaction levels:

Actionable Reporting

Moving forward, the large health system will prioritize actionable reporting that delivers insight into both structured and unstructured patient feedback to quickly recognize satisfaction upswings and downturns, as well as better pinpointing the source of the potential benefit or problem.

Patient Growth Feedback

The study findings demonstrate the relevance of continuing to increase opportunities for both solicited and unsolicited consumer feedback when developing best practices for care and service.

Closed Loop Process

It is not enough to simply aggregate data. To truly elevate the patient experience, the large health system client needs to establish an organization-wide process that addresses trends in negative customer feedback for better future results.

Binary Fountain makes it simple to monitor the online conversation surrounding your brand, dial into your strengths and weaknesses, benchmark your brand and facilities against competitors, engage with patients, and bolster patient satisfaction.

Ready to take control and change the paradigm?
Ready to build a better online reputation? Get in touch with us.

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