Using Consumer Data Analytics to Promote Patient Service Excellence

A Case Study with Privia Health™

The ever-expanding, highly competitive healthcare marketplace has significantly changed the client-facing landscape for large providers and care centers over the last several years. The terrain continues to evolve at a speed-of-light pace to keep up with the expectations and demands of a targeted audience that recognizes they are not just patients; they are consumers, worthy of the highest levels of service excellence they would receive when conducting transactions of any type, with any other business enterprise.

No matter what the sickness, condition or medical event, today's patients do not want a singular care episode – those seeking treatment at large providers want an innovative, engaging and effective care experience.

Patients Trust Digital Reviews When Making Personal Healthcare Choices

The market shift is not just about service expectations — the way patients find physicians is also changing. Where previous generations looked for word-of-mouth referrals from their personal networks, consumers of virtually every age have now digitized the search process.

Yes, these patients rely on online reviews to zero in on the right clinicians for their needs. However, beyond picking a physician, patients are also going online to find care centers with an established, positive online reputation for delivering an elevated patient experience.

From parking and check-in to discharge and billing (and every step in between), healthcare consumers are using online reviews to find and share providers who are dedicated to surpassing customer expectations, from start to finish.

The Challenges

Privia Health, a national physician organization, partners with more than 2,400 providers to redefine healthcare delivery for optimized patient acquisition and retention.

Privia Health recognized the importance of helping its providers establish their online brand reputation and leveraging the intelligence of existing digital reviews to drive practice success.

However, the team also understood that aggregating, analyzing and responding to logged reviews is often a challenge for large medical providers who don't have the necessary time, technology and training for consistent, meaningful management of collected data sets.

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The Solution

Privia Health selected Binary Fountain's reputation management solution, Binary Health Analytics (BHA) to create an online reputation management strategy that sends email alerts based on digital reviews. Every time a physician within the network receives an online review, a notification is sent to the Privia Health consultant working with that specific care center.

Through BHA, Privia Health receives a customized Patient Feedback Score (PFS) that gathered data from both review and social media sites for extensive and comprehensive optics into current brand status, performance gaps and operational disconnects.

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BHA for Privia Health utilizes several data qualifying and quantifying technologies, including:

1 Structured And Unstructured Data Capture

Structured and unstructured data sets across multiple online platforms are collected and analyzed for big-picture performance intelligence that quickly and accurately pinpoints medical, operational and/or personnel issues within a specific healthcare facility.

2 Proprietary Natural Language Processing

BHA uses exclusive, healthcare-centric natural language processing (NLP) technology explicitly developed to recognize and understand the nuances of medical language.

The NLP technology auto-categorized consumer input into 37 patient experience types for a thorough, accurate and meaningful insight into brand perception and overall patient experience.

3 Extensive Analytics And Reporting

Privia has access to comprehensive, customized data analytics and reporting that identifies patient feedback trends, practice concerns and provider strengths for maximum partner value.
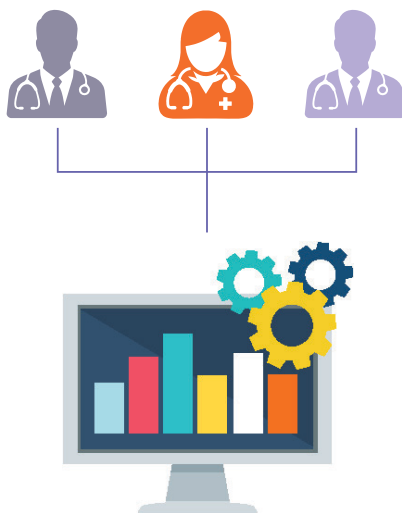
The Process

Privia Health implemented BHA for more than 900 physicians across 400 practice locations, pairing the system with its internal consulting team. Every time a designated doctor receives a negative online review, the assigned consultant working with the care center gets an email alert to plan next steps.

Initially, Privia Health consultants would respond to everything with a template response approved by their legal team. However, they recently adjusted their reaction to lower Patient Feedback Scores. Anyone who posts an online review that is ranked unfavorably receives a note thanking them for their feedback and encouraging them to contact the Privia Health Customer Experience Team directly to discuss their experience further.

The Results

BHA delivers several mission-critical benefits to both Privia Health and its partners, including:

Centralized Data Access

BHA offers centralized data access across multiple platforms so Privia consultants can respond to all reviews within the application itself.

Focused Patient Response

Within the first year of implementing a reputation management solution, Privia increased its total amount of reviews by nearly 40 percent. By generating an automated response to the less-than-satisfied consumers, Privia Health is able to manage large quantities of reviews better and direct users to a trained team of professionals equipped to handle patient inquiries and complaints.

As a result, the Privia team uses the holistic online reputation tool to mitigate negative reviews, resolve consumer issues and promote a more positive brand perspective. Additionally, consumer interaction sometimes prompts users to upgrade their initial evaluation to a higher Patient Feedback Score.

Extended Consultant and Physician Insight

The email notifications help Privia consultants effectively remain aware of what is going on within any of their designated care centers.

Privia is also able to share crucial, previously unavailable insights with its network of practitioners to ensure they have the information needed to deliver an elevated patient care experience at all times.

Promote and Support Change Initiatives

BHA equips Privia Health with the ability to forward qualified data to the proper doctors and facilities, allowing them to leverage the stored intelligence to affect change. The aggregated reviews from various online resources help consultants and providers identify ways to improve both their organizations and operations.

Meaningful, Actionable Data Analytics

State-of-the-art technology helps qualify, quantify and analyze a virtually limitless source of stored data. Privia Health uses customized reporting to create full-scale operating reviews for each care center for meaningful, actionable insight.

For example, Binary Fountain's analysis of several review sites allowed them to identify that Privia customers struggled with the scheduling tool. After making internal changes to make the scheduling feature more user-friendly, the Patient Feedback Scores for scheduling improved by 77 percent.

Increase Privia's Portfolio of Services

BHA brings a new level of sophistication to Privia's marketing and support services that would prove challenging without a partner solution.

Binary Fountain delivered a robust and scalable solution that drives brand awareness, elevates facility transparencies and resonates with physicians as they navigate through the relatively new "patient as consumer" terrain.

About Binary Fountain

Binary Fountain partners directly with healthcare organizations as well as third-party service providers to develop customized online reputation solutions that drive trust and transparency with every medical transaction. Explicitly designed with a patient-centric focus, BHA merges its highly calibrated NLP and state-of-the-art analytic technology to promote patient acquisition, retention and satisfaction.

About Privia Health

Privia Health is a national physician organization meeting providers where they are to transform the healthcare delivery experience. Through high-performance physician groups, accountable care organizations, and population health management programs, Privia works in partnership with health plans, health systems and employers to better align reimbursements to quality and outcomes. Our physician-led model, scalable systems and proprietary technology reduce unnecessary healthcare costs, achieve better outcomes, and improve the health of patients we serve.

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