

# Using Digital Feedback to Improve Patient Trust and Satisfaction

## A Case Study with Temple University Health System

Rapid changes and growth in the U.S. healthcare market are prompting health systems to redefine their competitive approach.

Under mounting pressure to maintain their marketplace advantage, medical facilities of every size and scope recognize that they not only have to improve patient outcomes, but also improve the overall patient experience to outperform other local healthcare brands with sustainable results.

This relatively recent “patient as consumer” operational model has driven online care surveys and assessments to the forefront as organizations strive to better understand the patients they serve beyond individual health profiles and treatment charts.

The changing landscape in healthcare and consumerism has also redefined how individuals choose medical treatment facilities, with many patients using online reviews of healthcare providers to make care-based decisions.

The rapidly increasing surge in online data has prompted healthcare providers like Temple University Health System to partner with data capture experts for customized digital intelligence solutions to drive successful patient engagement.

A recent study conducted by Binary Fountain of U.S. patients found several key findings, including:

95%

of patients said that they find online ratings and reviews “somewhat” to “very” reliable

70%

of patients said that online ratings and review sites had influenced their decision when selecting a physician

41%

of patients are unwilling to make an appointment based on a doctor’s word alone, and will still consult online ratings and reviews for more information on what the experience will be like

# The Challenges

Temple University Health System (TUHS) faced two distinctive challenges throughout their initiative:

## Challenge #1: Go Beyond HCAHPS To Gain Deeper Insight About Patient Experience

TUHS' primary challenge was to exhibit its commitment to exceptional patient care and service excellence consistently throughout all of its facilities. TUHS consistently utilizes standardized HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) across three specific clinician groups:



Temple University Physicians



Temple Physicians Inc.



Fox Chase Medical Group

Designed to gauge patient care perceptions in a hospital environment, the HCAHPS survey is the country's first national standardized data capture tool and is often considered adequate by national healthcare organizations looking to improve its brand image.

However, in the face of rising consolidation and competition throughout the Philadelphia region, TUHS recognized the need to broaden the scope of its data-gathering efforts to best serve local patients where issues such as food insecurity, homelessness, addiction, and government welfare often impact care access, making extending consumer intelligence vital to elevate care practices.

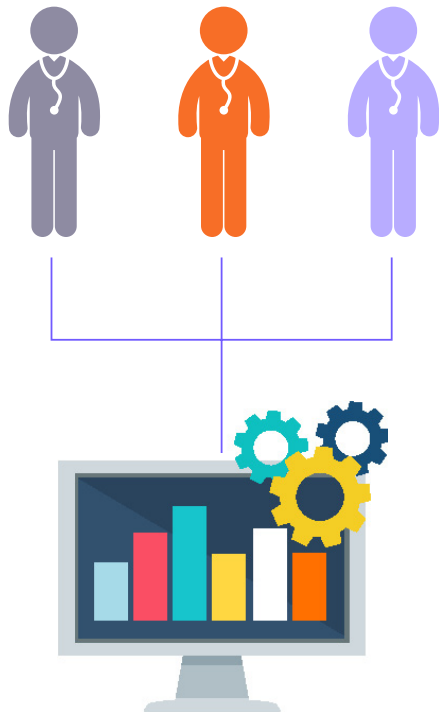
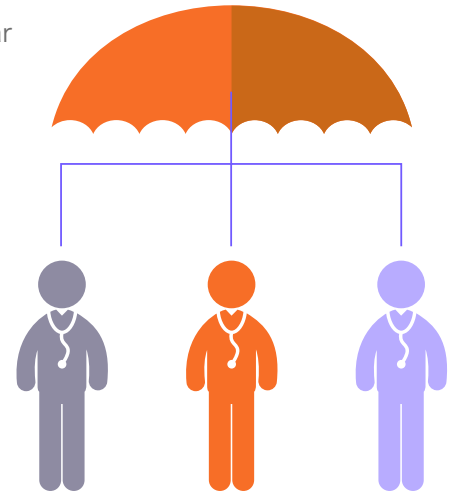
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## Challenge #2: Get Physician Buy-In

TUHS recognized two physician-related challenges once the Binary Star Rating program was launched.

The first issue related to getting doctors across every group who were uncertain about the process engaged in the initiative. Additionally, beyond individual physician buy-in, TUHS quickly realized that partnering with three distinctive medical groups required successfully navigating through three distinctive corporate cultures.

Despite operating under a single organization umbrella, every group would need a completely unique service approach to optimize results.



## The Solutions

Binary Fountain collaborated closely with TUHS stakeholders to effectively mitigate each challenge:

### Solution #1: Binary Fountain’s Binary Star Rating Program

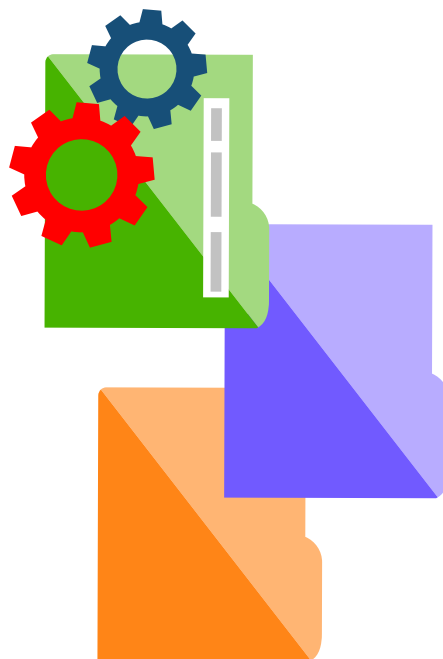
TUHS partnered with Binary Fountain to automate survey intelligence using its innovative Binary Star Rating solution with all three individual physician groups.

As a leading healthcare data capture resource, Binary Fountain uses cutting-edge technologies and its proprietary natural language processing (NLP) software to help large enterprise healthcare brands gain full-scope patient service and care analytics.

Binary Fountain’s NLP technology analyzes unstructured survey responses with an accuracy rate greater than 90 percent, effectively turning qualitative data into quantitative business intelligence for a deeper, more meaningful conversation about actual patient experience.

Binary Fountain's Star Rating solution offered TUHS access to three program differentiators:

- **Physician Directory Pages**  
The program publishes individual provider directory pages with online ratings and reviews to boost online engagement with patients.
- **Survey Verification**  
The Binary Fountain team verifies and publishes dynamic survey information to specific physician directory pages, establishing provider reputation and helping consumers make an informed decision when selecting a provider.
- **Build Transparency And Patient Trust**  
The solution delivers optimal survey transparency, helping TUHS build trust with patients when displaying all relevant provider data.



## Solution #2: Customized Processes For Each Medical Group

TUHS recognized that a tailored solution was necessary to meet the needs of each of the healthcare groups.

TUHS partnered with Binary Fountain to fully understand the critical cultural dynamics of Temple University Physicians, Temple Physicians, Inc., and Fox Chase Medical Group, allowing teams and departments to move forward at a pace that suited each group best.

### The Process

Every TUHS group established a small appeals committee to manage the nuance of survey comments. Additionally, survey ratings for every group were divided between Marketing and Patient Experience according to the number of stars assigned:

- 2.6-5.0 sent to Marketing for response
- 2.5 and below sent to Patient Experience for response

After setting universal standards across every group, TUHS developed three customized process models:

### Fox Chase Medical Group

Fox Chase adapted to the program the fastest and the group was ready at the project launch to manage comments from patients and post survey results online. TUHS used Binary Fountain’s managed services offerings to sort through surveys and eliminate comments that didn’t pertain to providers before being sent to physicians. Binary Fountain ran reports on a monthly basis to isolate negative comments for each group.

### Temple Physicians, Inc.

Temple Physicians, Inc. utilized a practice administrator to share surveys. TUHS sorted and assessed each survey, identified the appropriate practice manager and forwarded to the designated administrator to share.

### Temple University Physicians

Temple University Physicians received emails listing comments from patients and began the appeal process directly. Once the appeals process was completed, the practice administrator could approve or deny publication.

Despite separate process models, TUHS set a single date each month to publish all survey details for full project transparency and assumed ownership management of the data dashboard.



## Results: Measuring The Success Of Transparency

TUHS tracked and analyzed several survey statistics that compared 2017-2018 captured data to 2018-2019 captured data. Every category demonstrated a significant positive change across every group:



REVIEWS	2017-2018	2018-2019	% Change
Total # of Reviews:	1975	3025	53.16%
Positive Reviews:	1645	2498	51.85%
# Google Reviews:	404	1022	152.97%
Google PFS	3.3	3.5	6.60%
"Diagnosis" # Reviews	48	166.00	245.83%
"Diagnosis" PFS	3.2	4.2	31.25%
"Scheduling" # Reviews	13	140	976.92%
"Scheduling" PFS	3.5	4.2	20.00%
"Getting Timely Care" # Reviews	270	397	40.37%
"Getting Timely Care" PFS	2.6	2.7	3.85%
"Follow up" # Reviews	25	162	548.00%

Some key findings and results from the Binary Star Rating initiative included:

- 1 Elevated Organizational Transparency**

TUHS noticed a significant surge in organizational transparency. Binary Fountain's Star Rating program and consumer analytics accelerated response time from appropriate personnel to negative comments. The alert process also boosted organization agility for conversations between the clinical physicians and the supporting team for prompt issue resolution.
- 2 Patient Feedback Score Benefits**

The survey's patient feedback score was critical to use as a measure, taking traditionally qualitative pieces and transforming them into quantitative insight. Leveraging comments from the surveys as well as information from Binary Fountain's reputation management solution helped TUHS gain deeper physician insight.
- 3 Recognize And Reward Excellence**

Binary Fountain's Star Rating solution allowed leadership to identify the distribution of star ratings across multiple organizational entities, helping the Temple team quickly recognize and reward physicians delivering consistent patient care excellence.
- 4 Eliminate Organizational Silos**

Binary Fountain's real-time alerts eliminated silos between Marketing and Patient Experience team, allowing the departments to work together with cohesion and achieve project initiative milestones and goals.
- 5 Improve General Best Practices**

Binary Fountain's summary reports from aggregated survey data created meaningful performance snapshots that gave clinical chairs the authority to properly manage their teams.

Binary Fountain's online survey data has demonstrated a significant positive impact across multiple verticals at both the patient and practitioner levels. As a result, Temple University Health Systems plans to continue the programs use across all three medical groups for continued optimized service excellence, transparency, and consumer satisfaction.

## About Binary Fountain

Binary Fountain specializes in customized patient feedback management solutions for healthcare organization across every specialty. As a market leader in gauging healthcare customer satisfaction levels, Binary Fountains taps into industry-leading innovation and digital platforms, including its own proprietary, state-of-the-art Natural Language Processing (NLP) technology to translate qualitative data into quantifiable business intelligence that helps healthcare providers better serve their patients. Binary Fountain's integrated approach helps medical facilities boost operational efficiencies, improve perceived service value, and drive overall patient engagement.

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