CASE STUDY
Improving Patient Experience with Calibrater Health

CALIBRATER HEALTH

Abstract

Calibrater Health is dedicated to improving the patient experience in healthcare, and we've built a system that helps healthcare organizations systematically measure and improve patient experience. We use decades of proven research as the basis for our measurements combined with an automated system for follow-up and feedback management. In this case study we looked at the impact on the patient experience scores of individual locations and providers for our customers within the first 6-month period of implementing our system. We found that implementing Calibrater Health measurably improves patient experience, especially for under-performing locations and providers.

CALIBRATER
HEALTH

Methods

The goal of this case study was to examine the effect of Calibrater Health on patient experience in an urgent care setting, as measured by NPS®. We chose NPS® for its proven utility in other industries as a simple but effective measure, and being correlated with organic business growth it one might considered it a proxy for practice growth.

We analyzed the average change in Net Promoter Score by provider and location during the first 6 months of implementation. Our study was conducted using the Calibrater Health's entire customer base, and our conclusion was derived from over 100,000 data points across nearly 100 sites in various US geographies, giving us high confidence in the statistical significance of the results. A simple linear regression analysis* was conducted for each urgent care site, comparing the change in Net Promoter Score over time using the ordinary least squares criteria for best fit. A mean percent change in NPS score was then calculated for all sites, those with an initial starting point ≤ 79, and those with an initial starting point between 80 & 89 , and is reported below.

At Calibrater Health we believe it's not just about collecting great data, but *using that data to drive improvement* – and we set out to demonstrate the difference our system makes. We're focused on making it as easy as possible to systematically follow up with every single patient comment and complaint, using accountability, transparency and automation. The company was founded to help our customers provide service their patients will love, and the goal of this case study was to see if we accomplished that.

The sum of squared deviations from the best-fit line is less than the sum of the squared deviations from any other possible line.

Case Study Results

Our analysis shows that on average there is a measurable increase in a clinic's NPS Score after implementing our system, with larger improvements for underperforming clinics**:

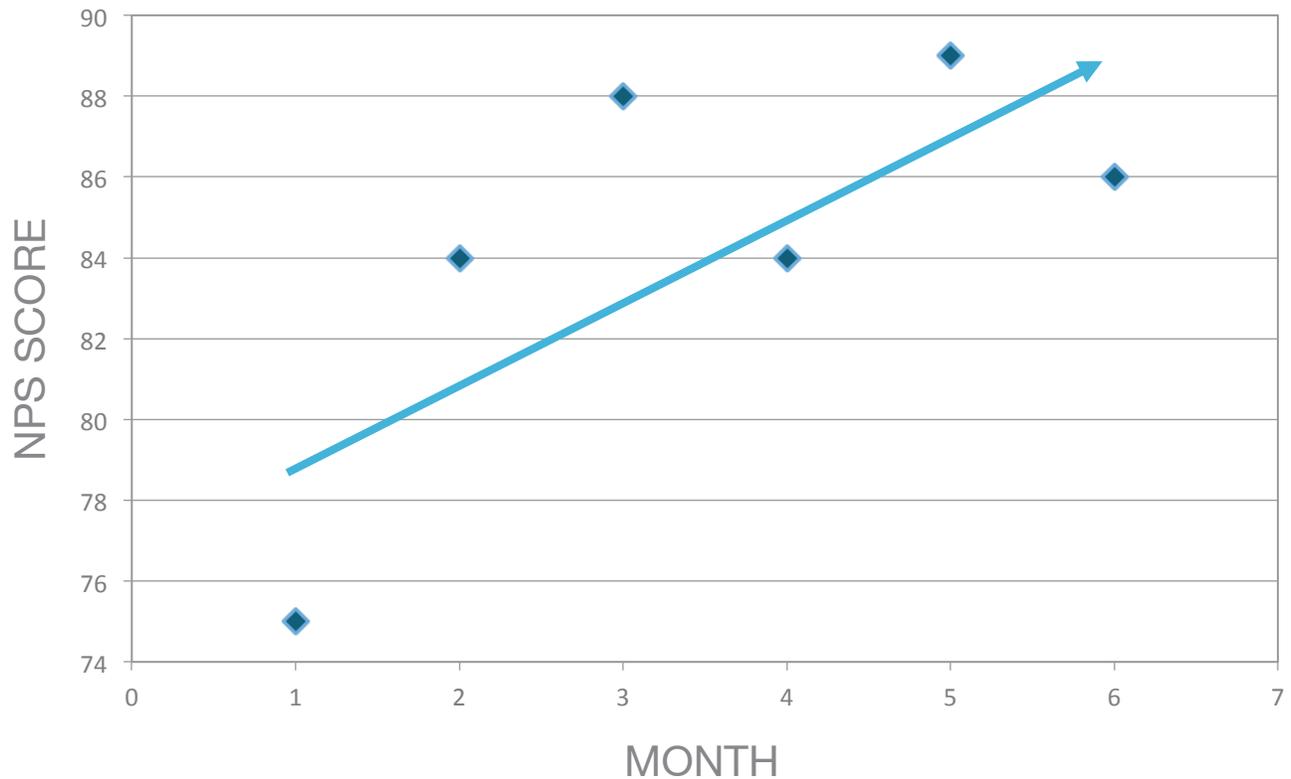| Average Estimated NPS Score Change	
Clinic Categories	**Change Over 6 Months**
All Clinics	+3.52%
Clinics of starting point of ≤ 79	+10.93%
Clinics with initial point of 80 ≤ 89	+1.29%

**We define underperforming clinics as those whose regression line had a starting point below 80

Case Study Results

Sample Clinic Score

in Months 0 - 6 of Calibrater Implementation

Initial NPS ® of 75, final NPS ® of 86 (14.67% increase)

Case Study Results

It should be noted that NPS [®] above 60 is rarely achieved in other industries – as an example, the highest performing retail brand in the Grocery / Supermarket sector in a study done by Satmetrix (the creators and trademark holders of NPS [®]) in 2014 was Trader Joe's, with NPS [®] of 62[1]; the lowest was Safeway, with a 2. Therefore, to still see an average increase of over 10% even for clinics whose starting point was in the 70s is extremely encouraging. It would also support the noticeably lower average increase (1.29%) of those clinics whose starting point was in the 80s; given that it's already even more uncommon to have scores in the 80s, any increase to such a score is even more difficult.

What Is Calibrater Health?

The Calibrater Health system combines text-based patient surveys with an easy-to-use, closed-loop feedback management and issue tracking system. Our platform gives you deep insight into patient experience, helps you save bad experiences, and will ultimately keep your patients coming back.

Founded in January of 2014, our Co-founder & Chief Medical Officer, Adam Groff MD, identified the need for a real-time patient feedback solution based on his research at The Dartmouth Institute and his experiences seeing patients as a doctor working at Dartmouth Hitchcock Medical Center. Traditional feedback solutions have very low participation rates (<5%), and the results are distributed weeks or sometimes months after a patient responds, making it very difficult for providers or management teams to glean real-time insight into the changes that are needed to positively affect patient experience.

Why Text Messaging?

Thanks to the HIPAA Final Omnibus Rule of 2013, it's now easy to use text messaging for patient communication in a HIPAA-compliant manner[2].

Text messages have shown to be significantly more effective in actually reaching an audience than email.   The average open rate for email is 22%, whereas SMS messages have a **99% open rate**[3].   In addition, the click-through rate is 4.2% for email as opposed to 19% for SMS. In our experience the response rate to Calibrater's surveys is between 30-50%.   Finally, text messages are most often answered within 90 seconds, as opposed to 2.5 days with email; that's 2400x faster.

Research has also shown that (despite popular misconceptions) over 90% of smartphone owners in their 50s, 60s and 70s report texting on a weekly basis[4], and that response rates do not vary widely between socioeconomic status[5]. Text messaging is the clear medium of choice for fast, simple and universal communication.

How does our system work?

After a patient visits, they receive a short, 2-question survey via text message (no links to click, no apps to download). The first question asks how likely they are to recommend a customer organization's services to a friend or family member (this allows us to calculate the Net Promoter Score®), and the second question asks the patient for open-ended comments that they would like to relay to their doctor or the staff.

This methodology allows us to generate a Net Promoter Score® for each individual medical provider, physical location and even region in certain cases. Patient comments are automatically categorized by our system's machine learning algorithms into one of four types – compliments, complaints, requests and suggestions – and assigned to the appropriate stakeholder for follow-up. A combination of regular email alerts and reporting allows for systematic follow-up and encourages task completion.
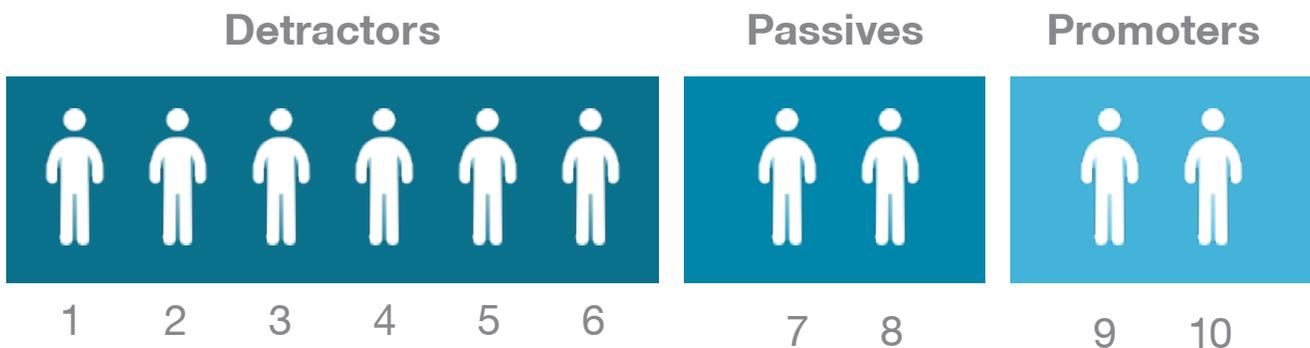
What is a Net Promoter Score®?

Net Promoter Score® (or NPS®) is a metric used to gauge the loyalty of a company's customer relationships. NPS® has been in use for well over a decade across industries by some of the world's top companies (Apple, American Express, Enterprise). Due to the renewed importance of patient experience, it has also become more popular in healthcare settings in recent years. The reason for its popularity is that this incredibly simple measure has shown to correlate strongly with organic growth[6], making it an extremely effective tool to help healthcare organizations grow their practice.

Calculating Net Promoter Score®

NPS® is the percentage of customers saying positive things about a business to their friends and family, and is rated on a scale of -100 to 100. NPS® of 100 means that 100% of customers are saying positive things about a brand; NPS® of -100 means that 100% of customers are saying negative things about a brand.

	Rating	NPS® Score	Description
Promoters	9-10	100	Loyal Enthusiasts who will keep coming back and refer others
Passives	7-8	0	Satisfied but unenthusiastic
Detractors	0-6	-100	Unhappy customers that will speak poorly about your brand

Detractors	Passives	Promoters

1 2 3 4 5 6	7 8	9 10

Net Promoter Score	=	% Promoters	-	% Detractors

Conclusion

The Calibrater Health system leads to improved patient experience at urgent care clinics based upon the popular consumer and growth metric the Net Promoter Scores®. Additionally, the system is most effective at raising scores of the lowest performing locations.

We have designed a system that not only makes patient experience measurement fast and effective, but that also automates feedback management and follow-up, to make it as simple and systematic as possible to delight patients and turn around negative experiences, every time. We focus on providing our customers with the insight, transparency and accountability required to consistently deliver an excellent patient experience, so they can get out of spreadsheets and databases and keep their teams focused on what matters most: their patients.

For More Information

For more information or to learn more, visit http://www.calibrater.com, or contact the team at Calibrater Health:

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