Neospine Clinic Identifies Causes for Patient Dissatisfaction and Improves the Experience Using Measured Experience

About Neospine
NeoSpine is the Northwest’s leading medical center offering a complete palette of leading-edge spine surgery and interventional pain management services and diagnostic techniques, ranging from diagnostic and therapeutic injections to electromyography (EMG's), and from minimally invasive to complex spinal surgery.

The Problem
NeoSpine was receiving more negative reviews online than happy reviews. Management was confused as they thought that satisfied customers far exceeded unsatisfied customers.

The clinic had no effective approach to intercepting unsatisfied customers, and had no way to know if a customer was not satisfied with their services. They also we challenged finding a good means of communication to ask patients their thoughts and concerns.

The Solution-Deploying Measured Experience
Measured Experience is now implemented a kiosk in the lobby near the exit door. Patients now have an opportunity to take a short quick survey and leave feedback on their office visit.

The survey asks clients to select causes for a good and/or poor experience. The available options for the question were customized by NeoSpine management based on their specific criteria.
The Results
Within the first two weeks the practice manager was able to identify process issues and fix them. The clinic found learned that 90% of patients had an exceedingly good experience.

For the remaining 10% who were not satisfied, they had an option to leave their contact information, giving the clinic the ability reach out to the client to fix the problem.

Spreading The Good Word
Positive ratings have been forwarded from their Measured Experience system directly to the NeoSpine website.

Here is the public page of NeoSpine:
Conclusion
Customer Experience is influenced by many factors in a medical practice - dissatisfied customers lead to bad word of mouth, which has adverse financial impact on a clinic. Measured Experience has provided NeoSpine tools to monitor customer experience, provide the patients a way to reach out, and allow the clinic to use the complements to spread on the internet.

praise the Lord for those that take care of me from check in to setting up another appt.. Thank you especially Dr Wong, I so appreciate your care.

A client at NeoSpine Clinic says...