



CASE STUDY

Improving Patient Satisfaction,
Engagement and Health Outcomes

AT A GLANCE

Implementing an overall Patient Experience Platform can yield positive results. Here, we will analyze how reengineering the discharge process has improved Cullman Regional Medical Center's patient satisfaction.



"The Notivate platform has helped us dramatically increase the quantity and quality of patient feedback we receive. We've gone from receiving 20 surveys a month to over two hundred.

Notivate also shines the light on where there are problems, in the patients own words. Whether it is the doctors, wait time or nurses, Notivate gives us the information we need to continuously improve."

MARK CHRISTENSEN

Cullman Regional Medical Center

OBJECTIVES

Cullman Regional Medical Center in Cullman, AL, reengineered its discharge process using the Notivate platform to:

- Gather immediate feedback from patients regarding their hospital stay
- Ensure patients understood their discharge instructions
- Quickly identify patients needing follow-up
- Provide caregivers with detailed patient feedback

SOLUTIONS

The new process runs seamlessly using the Notivate platform and a direct HL7 connection to the hospital's EHR system. Patients receive text messages immediately after discharge with links to a quick 5 question survey and have the opportunity to rate and comment on their perceived quality of care.

In addition, patients are asked whether they understand their discharge instructions and can send an alert if they need additional clarification or assistance from hospital staff. Patient feedback is available immediately and staff are sent alerts if patients require follow-up or a specific pre-determined alert word is used. Scorecards for each doctor and area of the hospital are available for download.

PROCESS

Immediately after discharge, patients are sent a text with a link to a survey

- Integration with the Cullman EHR makes this process seamless
- 25% of patients choose to take the survey
- Patients can ask to be contacted if they do not understand discharge instructions or are having issues
- Feedback can be left on social media platforms



Patient feedback is available on the Notivate platform

- Worklists are created for patients requiring follow-up by department
- Patients are contacted by hospital staff and questions and issues are resolved

Analysis of results leads to continuous improvement

- Department and physician scorecards provide satisfaction scores and valuable open-ended feedback
- AI analysis identifies key drivers of satisfaction/dissatisfaction



“The monthly scorecards the Notivate platform provides for each department and physician have led to an increase in interest in and focus on patient feedback. It’s reinforcing our cultural efforts to put the patients at the forefront of everything we do.”

RENETTA PRICE
Cullman Regional Medical Center

OUTCOMES

The seamless and immediate survey delivery has resulted in a tremendous increase in survey take rates and amount of feedback received from patients.

Patient satisfaction rates have improved by 11% since the reengineered discharge process launched.

Hospital administration can now easily identify root causes of patient satisfaction and dissatisfaction.

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