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## **Integrated Process Improvement, Leadership & Learning Strategy Drive Improved Patient Loyalty & Revenues For Regional Healthcare Provider**

### How Careful Analysis Of Patient Feedback Led A Leading Clinical HMO To Refocus Its Strategy & Delight Patients!

#### ***The Situation:***

- One of the nation's oldest, most respected clinical HMOs
- Patient data collected and responded to without analysis
- Declining patient loyalty in the face of new competition
- Belief that offering the latest technology was the key to patient loyalty
- A CEO who believed there had to be a better strategy to provide patients with the best care and a great experience

#### ***The Challenge:***

- Find a way to deliver a great patient experience & the best of clinical care
- Increase patient loyalty
- Build the staff's pride and commitment
- Ensure a solid financial foundation & future

#### ***The Solution:***

- Carefully analyze patient data to define the key drivers of patient loyalty
- Focus clinical & administrative leaders on the key drivers of patient loyalty and the specific behaviors that deliver them
- Train all staff in the critical few behaviors that delight patients
- Focus investments on the services that drive patient value
- Re-engineer key processes to reduce waiting time

#### ***The Results:***

- 95% of patients seen on the day they request an appointment
- Total waiting time averaging 10 minutes
- \$50M annual savings from selling non-core facilities & reducing leased technology
- Patient & staff loyalty increased
- Financially secure despite 300% increase in insurance premiums

