

A recipe for change

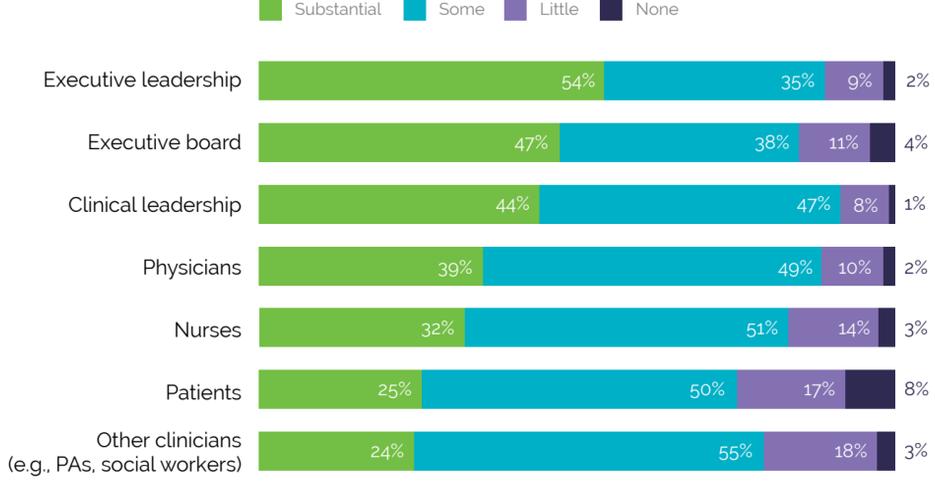
Why service recovery is the missing ingredient for shifting provider culture



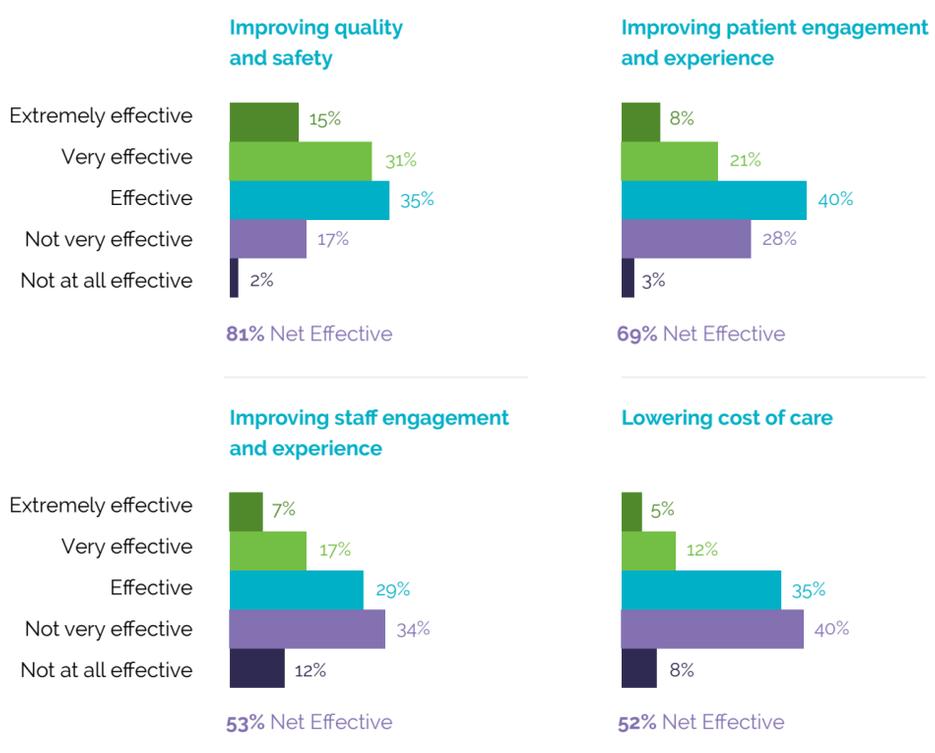
Healthcare organizations today are hungry for change, especially when it comes to putting the emphasis on patients and their needs — and giving clinical staff the tools to do it.

A 2019 NEJM Catalyst leadership survey of more than 700 healthcare executives and clinicians shows that while a transformation is underway at many facilities, nearly 40 percent of hospitals and health systems still aren't headed in the right direction.¹ The areas of biggest need? Patient and staff engagement, as well as executive and clinical leadership.

Where is change needed most?²



What areas are most in need of improvement?³



Harvard Business Review: best practices for facilitating change at healthcare organizations⁴

- ✓ Use data to engage employees
- ✓ Be curious why staff may be opposed to change
- ✓ Know what to reward and tolerate

Today, many hospitals and health systems are implementing service recovery to shift the culture at their organizations. Pioneered by the travel and tourism industry decades ago, the practice means stepping in to address an issue or concern in real time. Oftentimes, patients and their families who are encountering a stressful healthcare situation only want to be heard, and service recovery is a way for providers to engage them directly while attempting to meet their expectations.

Still, many providers don't know where to start; they lack either the ability to identify customer service needs or they don't have the right mechanisms in place to take real-time corrective actions — or both. In either case, here's how providers can start the feedback loop:

- ✓ Set a goal
- ✓ Pick the right tools
- ✓ Commit to seeing it through

Quality Reviews



With hospitals today operating on the narrowest of margins, losing even one patient over poor customer service is too many.

Complicating matters, most healthcare organizations still use traditional surveys to track and monitor patient satisfaction metrics, putting them at a huge disadvantage in terms of identifying service recovery opportunities.

We make it easy for patients to provide real-time feedback — and even easier for healthcare leaders to improve service based on this feedback. Utilizing real-time feedback, our service recovery and daily performance improvement tools help shift the focus onto the patient and promote a culture of service excellence.

What we do



Q-Reviews

Q-Reviews is our Real-time Patient Feedback and Service Recovery platform for the outpatient setting.



Q-Rounding

Q-Rounding is our Patient Experience Rounding tool for the inpatient setting.



Q-Engagement

Q-Engagement is our Real-Time Employee and Provider Engagement and Feedback tool.

Interested in learning more? Let's talk.

Based in New York City, Quality Reviews, Inc. was founded by leading healthcare providers and entrepreneurs with a combined 30-plus years of clinical, healthcare administrative and technology building experience. Quality Reviews, Inc. builds proprietary software to help healthcare provider organizations capture and analyze real-time patient feedback to facilitate service recovery.

¹ <https://catalyst.nejm.org/organizational-culture-better-health-care/>

² Ibid.

³ Ibid.

⁴ <https://hbr.org/2018/10/3-steps-for-engaging-health-care-providers-in-organizational-change>