



Fairfax Radiological Consultants Adds Powerful Patient Experience Tool to Drive Patient Surveys and Response Rate

Fairfax Radiological Consultants

Fairfax Radiological Consultants, PC (FRC) is the largest private radiology practice in the Washington, DC metro area with 20 outpatient imaging facilities conveniently located in Northern VA and 78 board-certified radiologists in all sub-specialties. In 2015, FRC chose Binary Fountain to send patient surveys after point of care via email and provide analysis on the results.

The Challenge

For years, FRC sent paper surveys to patients following an office visit or procedure. The paper surveys presented many challenges including low response rates, latency receiving results, and difficulty analyzing responses.

With the paper surveys, staff manually reviewed individual surveys to assess patient satisfaction, a process that the staff found overwhelming. FRC needed a survey and analytics solution to promptly issue, receive and analyze patient survey responses to enable staff to take action.

The Solution

FRC launched Binary Fountain’s Patient Engagement Platform, Binary Health Analytics, in March 2015 to achieve their goals to increase patient survey volume and staff response rate.

FRC now has customized structured survey questions that include open ended question for patients to provide free-form comments.

Outcomes



24%

increase in patient response rate



1,110

free-form patient comments



3,200

completed patient surveys per month

FRC Exceeds Goals with Binary Health Analytics

FRC's patients can now receive surveys via email on the same day as their appointment. Their survey results are available in real-time within the Binary Fountain dashboard, which allows the staff to quickly and efficiently respond to new patient feedback.

With Binary Health Analytics, FRC saw:

- 3,200 completed surveys per month
- Over 1,100 free form comments
- 24% staff to patient response rate

FRC also saw more quality patient comments, which has helped them better understand the patient experience.

In Practice: Quickly respond to patients

FRC practice managers receive **alerts for negative surveys** that receive a score below a 2.5 on 5-point scale. Practice managers can respond to patients to resolve issues and turn negative experiences into positive ones. For extremely positive reviews, practice managers send a thank you to patients letting them know that the comment has been shared with staff.

Make operational changes

FRC staff found that patients who experience long waiting times have low patient satisfaction. If there is a wait, front desk proactively apologizes to patients and explains why there is a delay, which has resulted in improved patient satisfaction.

In another case, practice managers received complaints that offices did not stock extra- large gowns. This prompted an action stock more robes. Soon after, FRC received feedback from a patient who had a positive experience with the practice because he had a gown that fit.

Communicate feedback

At management meetings, FRC reviews a report tracking the total number of surveys, the response rate, and the overall Patient Feedback Score of the comments.

In addition, a staff member chooses a number between 1 and 31. All of the comments received on that particular day are read aloud to the group.

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“[Testimonials are] one of the best parts for us. I’ve been surprised by the length of the comments. With the paper survey, patients had only two lines.”

Janet Hoffman
Director of Professional Services,
Risk Management, and PX

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At the monthly office manager meeting, staff similarly review a performance report based on survey feedback just for their center. A staff member picks a date and reads the positive comments.

Recognize and motivate employees

FRC's management created to 'Cornerstone award' to recognize the employee with the most positive survey comments. On a quarterly basis, one employee receives a \$100 gift card and the entire office celebrates with a pizza party.

About Binary Fountain

Binary Fountain is the leading provider of patient feedback management solutions designed specifically for healthcare in a single cloud-based platform. Its patient experience platform is built on a proprietary healthcare-centric Natural Language Processing (NLP) engine that mines patient feedback from surveys, online ratings and review sites, social media, and other data sources to equip its customers with the actionable insights needed to improve patient satisfaction and loyalty, increase engagement and drive sustainable bottom-line results.

Leading organizations, large and small, rely on Binary Fountain to understand the patient experience, drive comprehensive operational intelligence throughout the organization, and engage patients with innovative transparency and reputation management solutions.

For more information, visit www.binaryfountain.com or email marketing@binaryfountain.com.