



## Signature Medical Group Increases Patient Experience Scores 20%, Grows Patient Referrals with Digital Patient Feedback

### Signature Medical Group

Signature Medical Group is the largest independent physician-owned multi-specialty group in the St. Louis and Kansas City areas. With more than 150 physicians, 22 specialties/sub-specialties, and over 50 locations, Signature is proud to provide every patient with choices for more affordable, accessible and quality healthcare.

### The Challenge

Signature’s marketing department needed to manage the increasing volume of online ratings and reviews about their physicians and practices. However, consistently keeping up with them and responding in a timely manner was challenging. Internally, the operations and quality departments lacked visibility into their patients’ experiences with their physicians and practices.

### The Initiative

Signature launched a two-pronged initiative using digital patient feedback and Binary Health Analytics to help manage and improve operations affecting patient experience across their facilities, as well as to better inform patients researching their physicians online.

“As we started the initiative, we realized there was a lot of opportunity to utilize surveys to our advantage, and for cross-functional teams to make a difference. That meant working with a variety of practices and departments, from marketing to operations,” said Digital Marketing Strategist, Melissa Gall.

**Outcomes**



80%

increase in email capture rates



21%

increase in overall patient experience score



26%

increase in one practice’s patient experience score

“We found opportunities to start surveying patients, which we had never done before, and began to discover patient experience issues that had remained hidden,” noted Director of Quality, Don Foster.

## Power of Patient Feedback

Insights uncovered from unstructured comments in surveys allowed Signature to pinpoint where improvements were needed. For example, in one case they identified issues with making appointments at one of their practices. They were able to dig deeper and discovered that the issue was the routing of calls in their phone room, which they resolved.

“Being able to pull the data in real time, when surveys or comments come in, has been very effective,” said Don. “Binary Health Analytics has allowed us to engage in conversations as soon as feedback arrives. It has also let us keep track of how we’re performing on a day-to-day basis, all in one platform.”

Signature also created benchmark reports to rank physicians within the practices and shared it with the group. This provided added motivation for doctors as well as staff to make changes for the better and set new performance expectations.

Patient reviews have also been impactful for marketing. They ran email campaigns with quotes from surveys and created videos by recording certain patient success stories.

The feedback also helped them learn more about their physicians and which ones need help with collateral; their patients may not feel like they know enough before or after seeing a doctor.

## Outcomes

Since the initiative started, Signature has seen dramatic growth in their **overall patient experience scores, rising from 3.4 to 4.1**. One of their orthopedic practices even saw scores jump **from first quarter averages in the mid-70s to the mid-90s**.

Signature has also experienced significant growth in traffic to online ratings sites, and practices are seeing **increases in patient referrals and are creating new revenue**. The partnership with Binary Fountain has also helped build the Signature brand and increase the popularity of their practices.

“

...[we] began to discover patient experience issues that had remained hidden.

**Don Foster**  
Director of Quality  
Signature Medical Group

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With new surveys and branding, they've been able to better promote and strengthen the brand's presence. "Together, patients and physicians clearly see Signature Medical Group as a valuable brand," according to Melissa.

"All in all, this meant we have a stronger reputation that can elevate our business and create more appointments. I also think it has broken down many barriers between practices and departments," Melissa said.

### **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](http://www.binaryfountain.com) or email [marketing@binaryfountain.com](mailto:marketing@binaryfountain.com).