



Creating Elite Experiences for Today's Modern Patients

Four essential practices for improving
experiences in a patient-as-consumer world



YOUR GLOBAL PATIENT EXPERIENCE PARTNER

- 50 years measuring and improving customer and patient experiences
- 150+ research experts focused on delivering proven best practices
- Tools and technology combined with services to optimize patient experience programs
- 95% client retention
- 35M+ survey completes with 9.5B data points experiences
- 127 countries serviced

IN JUST A FEW SHORT YEARS, technology and business innovations have fundamentally changed how people interact with—and what they expect from—the services and organizations they depend on. **Today, the unavoidable fact is that people make decisions and invest their loyalty based mainly on experiences, not necessarily the nuances of products or services.**

This consumer-focused and experience-driven reality has profound implications for the healthcare industry. People expect fast, deeply personalized, and highly mobile experiences in nearly every aspect of their lives. They won't tolerate long wait times or dismissive providers. And they won't hesitate to share their opinions on social media, use the power of the Internet to investigate other options, or switch to a healthcare provider that offers them the kind of patient experience they expect.

In this landscape, your organization simply can't afford to stick with the status quo or fall behind the patient experience curve. You need more effective, innovative, and unified programs to understand every aspect of your patients' journeys; accurately

measure their experiences; and quickly convert all the patient data you collect into practical, meaningful improvements. And you need to get there quickly. So what's the best approach for accelerating your patient experience progress? And what are the steps that will move you from where you are now to a place where you're consistently providing modern patients with experiences that rival the best consumer brands in the world?

InMoment is ready to help you answer these crucial questions. We have more than 50 years of experience measuring, analyzing, and managing comprehensive customer and patient experience programs for some of the world's largest and most successful organizations. We understand the unique dynamics and requirements of the healthcare industry. And we're uniquely qualified to help you deliver experiences that exceed your patients' expectations and set you apart in an increasingly competitive, demanding, and fast-paced digital society.

This paper highlights four essential practices to elevate and accelerate your patient experience journey.

Fully Explore and Understand the Challenges

There are legitimate reasons why healthcare is rarely at the top of people’s “best experiences” list. Understanding what those reasons are, how they impact your patient experience efforts, and what you can do to overcome them is the first step in taking your patient experience program to the next level. Here are a few of the biggest patient experience “headwinds” most healthcare organizations face.

Siloed & Regulated Patient Data

Data is obviously the key ingredient for understanding and improving patients’ experiences—but only if you can combine it, analyze it, and apply it directly to meaningful improvements. In the healthcare industry, incredibly rich sources of data are waiting in various safety, quality, point-of-care, operational, and employee systems, but all that information is locked inside protected, regulated silos where it serves a narrow purpose that is completely disconnected from patient experience concerns.

This inevitably leaves you with a narrow, incomplete view that limits your ability to understand the complete patient experience, identify issues quickly, and make targeted improvements.

Limited & Inflexible Standardized Survey Tools

Standardized patient surveys like the Consumer Assessment of Healthcare Providers and Systems (CAHPS) serve a valuable purpose—by providing uniform, consistent data you can use to compare your broad patient experience performance against other organizations. But these standardized programs are limited. They don’t address patient experience issues that are unique to your area or organization. They are impersonal, inflexible, and difficult to customize. And they provide a fairly narrow, one-dimensional view of the overall patient journey. As a result, organizations that rely primarily on CAHPS data alone typically don’t achieve the kinds of patient experience outcomes they’re hoping for.

Benchmark Blindness

Benchmarks obviously serve a valuable purpose. But healthcare organizations that focus too much on “chasing the score” can lose sight of the bigger patient experience picture. This type of “benchmark blindness,” where organizations treat benchmark scores as the ultimate goal rather than a useful tool, will inevitably fall behind competitors that embrace a more nuanced, holistic view of the patient journey.

Lack of Integrated, Unified Patient Experience Tools and Platforms

The success of every patient experience program is ultimately determined by the quality and variety of data you collect, and your ability to leverage a single tool to gather, synthesize, and make decisions based on patient feedback. But most healthcare organizations still rely on ad-hoc information-gathering efforts and sporadic processes to drive their patient experience

program. Many of these organizations are unsure about the best way to move toward a more unified, centralized, multi-channel program. Budget constraints often make it even more difficult to plan and implement a structured and integrated patient experience solution.

Ingrained Cultural Mindsets & Processes

Healthcare professionals are dedicated to providing the best possible care for their patients, and they do a remarkable job. But depending on the circumstances, the experiences that surround that care can leave something to be desired. Complex regulations and internal processes create confusing check-in procedures and stacks of paperwork. Budget-driven understaffing leads to long wait times and rushed, overextended providers. And some providers become so focused on clinical diagnoses and procedures, they fail to give sufficient time and care to patients' other needs and concerns.

The success of every patient experience program is ultimately determined by the quality and variety of data you collect, your capacity to combine and analyze it, and your ability to turn it directly into meaningful improvements at the organizational level.

Overcome the Challenge with an All-Inclusive, Results-Driven Approach

When you fully understand the scope of the patient experience challenges you face, it's clear that more patient surveys and a deeper investment in standardized CAHPS surveys is not the answer. Jumping to the head of the patient experience pack will require a more flexible, holistic, and results-driven approach.



Embrace a Centralized Technology Platform to Unify Your Patient Data

An all-inclusive approach to patient experience has to start with a centralized technology platform that combines all of your patient data sources into a single, unified, and multi-faceted view. The InMoment Platform pioneered and perfected this unified approach, which makes it possible to:

- **Take full advantage of CAHPS** and the other survey tools you already use.
- **Add depth and flexibility** to those tools by including questions and

collecting patient data that applies directly to your organization.

- **Engage with patients in whatever ways they're most comfortable with**, including traditional mail, email, mobile, social media, and more.
- **Bring all of your patient data together** into an inclusive view of the complete patient journey. This includes CAHPS as well as safety and quality, point-of-care, employee, operational, and other data sets.
- **Synthesize, analyze, and convert** data from all these different sources into meaningful insights, actionable

plans, and realistic steps for improving patient experiences. This can take the form of customized reports, dashboards, and other tools that help turn complex data into relevant information.

- **Use rounding data** as part of an all-inclusive patient experience program, so you can improve staff effectiveness and patient insight. This includes using an efficient platform to identify patient needs, clarify responsibilities, facilitate collaboration, and improve the consistency of care.



Develop Reliable Services to Support & Expand Your Patient Experience Program

Data and technology are essential components of any all-inclusive patient experience program. But those components can't reach their full potential unless they're supported by the right mix of services and capabilities. With our solution, you can take advantage of proven services that include (but are not limited to) things like:

- **Patient journey mapping** uses expert facilitated workshops to identify and document patient experiences through every part of the journey.
- **Patient survey design** leverages design strategy best practices to create surveys with more strategic, relevant, and actionable questions, so you can evaluate quality of care more accurately and clearly identify practical steps for improvement.
- **True driver analysis** provides a deep dive into patient feedback data to identify key factors that will make the biggest positive impact on your organization and patients.
- **Patient experience program governance** takes advantage of best practices, defined processes, and proven technologies to create a disciplined, outcome-driven patient communications structure.

Find Trusted Experts Who Know Healthcare

The healthcare industry can learn a lot from customer experience programs in other industries. But that requires experts who understand both customer experience best practices and the complex nuances of the healthcare industry. InMoment combines the broad industry expertise and deep healthcare knowledge you need to make the most of your patient experience investments.

Design, Diagnose, and Deliver a World-Class Patient Experience Program



DESIGN SURVEYS THAT PROVIDE:

- Deeper insights into the patient journey
- Total flexibility
- Customization for individual patients

DIAGNOSE YOUR EFFORTS WITH:

- A more complete, connected view
- Deeper patient recovery insights
- Strategic actions that improve experiences

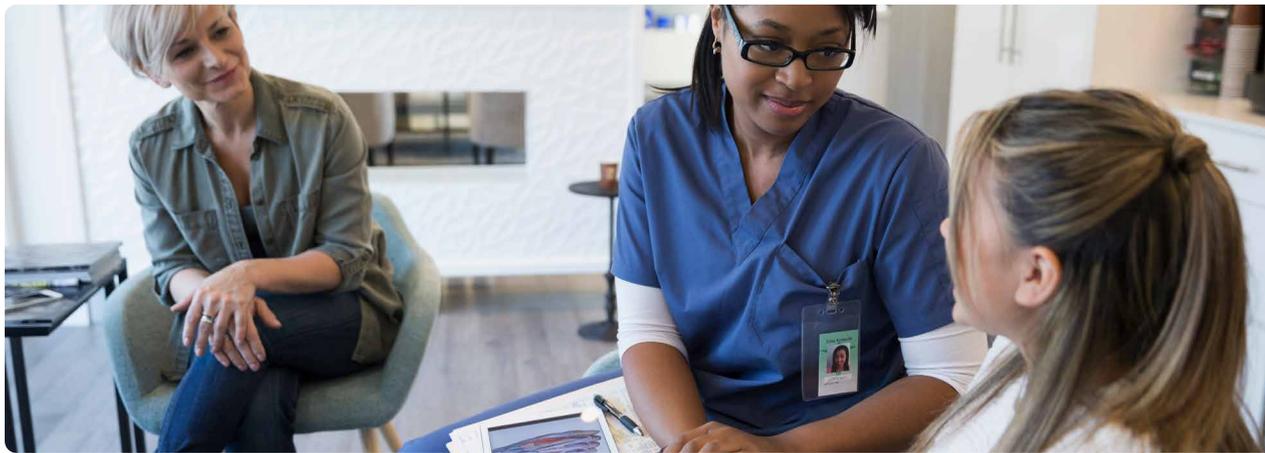
DELIVER RESULTS:

- Improved reputation
- Increased market
- Connected care

It's important to understand the big picture. But what does an all-inclusive program look like in practical terms? And what does it allow you to do that you can't do today? Here are a few practical capabilities and benefits you can look forward to with a comprehensive patient experience program powered by InMoment expertise, services, and technology:

- All of your existing survey tools, including CAHPS, become part of an all-inclusive patient experience program, visible within one platform.
- Surveys are easy to customize and change, so you can design them for each individual patient, collect more reliable data, and measure every patient's complete journey.
- Patients can access surveys using whatever methods they're most comfortable with - from completing a paper survey and mailing it to tapping responses on a smartphone.
- Data from every source is instantly uploaded to the InMoment Platform, so you can combine survey data with safety, quality, operational, financial, and clinical data to gain deeper, more complete insights and pinpoint specific areas for improvement.
- A broad family of proven patient experience services is always available to fill gaps, meet specific needs, and enhance and expand every part of your patient experience program.
- You gain the confidence of following a specific, step-by-step patient experience roadmap - based on best practices and created specifically for your organization - so you can focus your efforts and resources on initiatives that lead directly to your desired outcome.
- You always have access to experts with extensive experience in both customer experience (CX) best practices and the healthcare industry to enhance your team and guide your efforts.

Get Started with the Right Patient Experience Partner



If you believe a connected, all-inclusive, and holistic approach to patient experience is the best path forward for your healthcare organization, InMoment is the only partner that can offer you:

- **A comprehensive patient experience technology platform** that combines, analyzes, and transforms data from different sources into action-oriented results.
- **Proven patient experience services** that support, enhance, and help you gain insight into every part of your patient experience journey.
- **A best practices model** that provides a detailed, results-focused patient experience roadmap.
- **A diverse team of knowledgeable experts** that combines 50 years of customer experience knowledge with deep healthcare expertise. This puts us in a unique position to adapt and apply proven best practices from across the consumer world to the unique patient experience needs of your organization.

Find out how InMoment can help your organization break the mold and build a results-focused patient experience program that's built to meet the expectations of modern patients in the digital age.

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About InMoment

Improving experiences is why InMoment exists. Our mission is to help our clients improve experiences at the intersection of value—where customer, employee, and business needs come together. The heart of what we do is connect our clients with what matters most through a unique combination of data, technology, and human expertise. With our hyper-modern technology platform, decades of domain authority, and global teams of experts, we uniquely deliver a focus on Experience Improvement (XI) to help our clients own the moments that matter. Take a moment and learn more at inmoment.com/

