

Dialog Health improves patient satisfaction survey participation for home health agency



The Case Study

A home health agency used Dialog Health's conversational, two-way text messaging software to achieve significant patient satisfaction survey participation, receive actionable feedback, and collect testimonials for use in marketing materials.

The Problem

The home health agency was relying upon traditional methods of conducting patient satisfaction surveys, such as those by phone and via a webpage accessed through an emailed hyperlink. But these outreach efforts were often ignored, tended to have low engagement, and consumed significant staff time and resources with little to show for their efforts.

Recognizing that these methods of performing patient satisfaction surveys were failing to meet its needs, the agency sought a solution that would increase participation and engagement while reducing manual labor.

The Summary

From May 1, 2022 – April 30, 2023, the home health agency achieved the following:

- **Increased Survey Participation**
 - 51% of patients who received the survey text responded (nearly 6,000 patients)
- **Valuable Patient Feedback**
 - More than 80% of patients responded that they were satisfied with the care and indicated they would work with the agency again
- **Reduced Staff Workload**
 - Decrease in staff hours associated with manual patient outreach, patient communication, and data entry
- **Solution Outreach**
 - More than 90% of the survey text messages were sent successfully to patients
 - More than 90% of those receiving texted surveys remained opted-in to texting

The Solution

The agency selected Dialog Health, a top healthcare two-way text platform, to enhance patient engagement via surveys. With Dialog Health's solution, the organization launched a tailored post-visit survey text campaign to boost participation and feedback quantity. Every patient opting for text messages during scheduling got a version of this text post-representative visit

Hello Faith, thanks for having your recent visit with MainStreet Home Health. Your feedback is important to us, and we thank you for answering this short survey.

How satisfied are you with the care you received from your clinician, Maria?

Please reply with a numeric score from 1 (Very Dissatisfied) to 5 (Very Satisfied). Only the number is needed.

- 1 - Very Dissatisfied
- 2 - Dissatisfied
- 3 - Unsure
- 4 - Satisfied
- 5 - Very Satisfied

Although texts were automated, the agency was able to easily include the name of patients receiving the text, which helped personalize the message and requests while further driving engagement.

Those patients who responded to the text and participated in the survey and expressed satisfaction with their experience were asked to text back additional comments about their experience.

Here are a few examples of responses:

Maria was wonderful to work with. I feel like she cares about me and is very sincere in helping me get better.

Maria was very professional and concerned about all my questions. I'd love for her to be my clinician again!

I would rather talk to someone as I have a lot of good things to say!

Case Study Improve Survey Results for Call Center for Home Health

The Conclusion

The Dialog Health Survey Solution enhanced patient satisfaction survey participation for the home health agency, cutting staff labor linked with outreach. Higher participation yielded valuable patient feedback, enhancing operations, website content, and marketing. Two-way texting captures insightful patient input effectively, benefiting care improvement. Dialog Health simplifies survey participation, enabling praising staff and offering care suggestions.

The Results

6,000

over 50% patients participated in the survey

84%

expressed satisfaction with care received

93%

of patients opted in to text messaging

Dialog Health's HIPAA-compliant, conversational two-way texting solutions are cloud-based, easy-to-use, and proven to improve patient engagement while increasing staff productivity.

Powerful mobile solutions. Better engagement for today's world.