

CASE STUDY: 83% of ASC Patients Respond to NPS Survey Sent by Text

An ASC in Texas uses two-way texting to send Net Promoter Score (NPS) surveys to patients and generate more participation and favorable online reviews.

THE PROBLEM:

Digestive Health Center (DHC) of Dallas, an ambulatory surgery center (ASC) owned and operated by AMSURG, wanted to get real-time feedback from patients the day after their surgery, but the ASC believed patients would not respond to emails. Furthermore, relying on phone calls or snail mail was expensive and resource intensive.

THE SOLUTION:

DHC of Dallas ran a post-appointment patient communication campaign via text messages sent automatically through the Dialog Health two-way texting platform. The ASC added an NPS survey text to the campaign, which asked: **“Would you mind rating your experience with us between a 1 and a 5, with 1 being low and 5 being high? Simply reply with the number.”**

THE CONCLUSION:

Dialog Health’s two-way mobile messaging platform has proven to be an efficient, fast, and cost-effective way to add a survey text to the patient experience at DHC of Dallas. With the ability to see patient responses in real-time, staff were able to act on any response that required additional attention.

THE RESULTS:

During 2020, DHC of Dallas sent NPS survey texts to 7,397 patients through the Dialog Health platform. This allowed the ASC to achieve the following:

- 5,830 patients replied with a 4 or 5 (79%)
- 74 patients replied with a 1, 2, or 3 (1%)
- 206 patients replied with a number and provided commentary (2.8%)
- 1,253 patients did not reply (17%)

83% - 6,144 Patients out of 7,397 Patients Replied to the NPS Survey Text in 2020

Patients sent a link to a web page where they could leave an online review that would help enhance the online reputation of DHC of Dallas



“We are proud of the excellent patient-centered care provided at our centers each and every day. One important way we measure our effectiveness is through our Net Promoter Score survey to patients. Our strong partnership with Dialog Health allows us to leverage a texting outreach platform, which has demonstrated an incredible rate of response.

This feedback loop is so important as it provides visibility into our successes and also areas for improvement. Ultimately, this patient communication solution allows us to celebrate the dedication of our entire care team’s ability to achieve high-quality care with a great patient experience.”

-David Shackelford, MHA, Regional Vice President, Operations, AMSURG

Learn more about Dialog Health:

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