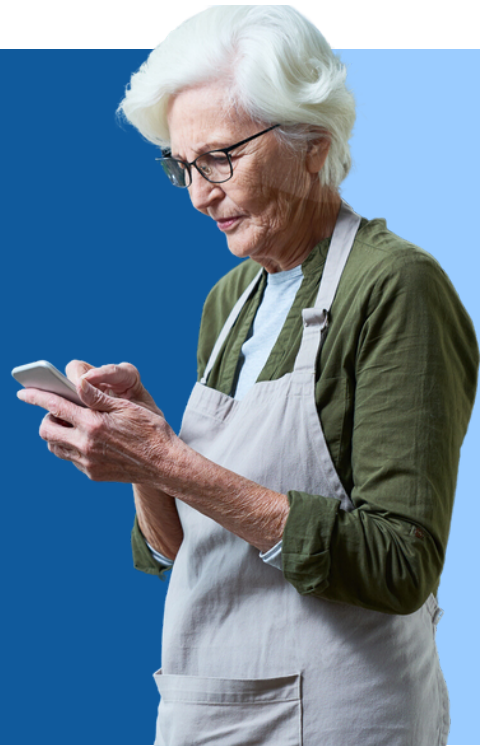


Dialog Health text campaign sees 83% of ASC patients respond to Net Promoter Score Survey



The Case Study

A ambulatory surgery center 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 Summary

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

→ Increased Survey Engagement using the Dialog Health platform

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%)

The Solution

DHC of Dallas created an automated post-appointment patient communication campaign with Dialog Health's HIPAA-compliant, two-way texting platform. The easy-to-use console allowed the ASC to add an NPS survey text to the post-appointment SMS 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 a number."**

DH's AnalyticsPro module made it easy for DHC to see responses in real-time and action directly in the console if necessary.



"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

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

7,397

PATIENTS SENT NPS SURVEY TEXTS

79%

OF PATIENTS REPLIED WITH A 4 OR 5

1%

OF PATIENTS REPLIED WITH A 1, 2 OR 3

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.

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