

Dialog Health helps Contact Center Drastically Increase Survey Engagement

94%
REACH RATE

52%
REPLY RATE

84%
SATISFACTION RATE



The Case Study

In today's evolving healthcare landscape, where patients heavily rely on online reviews, healthcare providers must adapt to meet changing consumer preferences. Recognizing the importance of a robust online presence, a national contact center leveraged Dialog Health's HIPAA compliant texting software to boost visibility. Through tailored strategies aimed at engaging patients, the provider achieved an outstanding survey response rate exceeding 50%, surpassing expectations.

A key factor in this success was the implementation of an automated, yet conversational (two-way) SMS campaign to prompt patients for feedback, resulting in exceptionally high survey completion rates and invaluable insights. This approach not only enhanced patient engagement and satisfaction but also provided the provider with actionable data for ongoing service improvement efforts. A win, win.

The Summary

→ Increased Reach Rate

The survey sent through text achieved an impressive **94% reach rate** among 10,261 recipients, highlighting the significant reach of a Tier-1 texting provider.

→ Successful Response Rate

Among the 10,261 patients who received the survey via text, an impressive **52% replied**, totaling **5,314 patients who provided valuable feedback**, demonstrating its **effectiveness in engaging patients** and gathering valuable feedback for the healthcare provider.

→ Patient satisfaction and feedback

An impressive **84% of patients expressed satisfaction** with the care they received, with **79% of those satisfied patients indicating they would revisit the health provider**.

Streamline, automate, and improve your communication.

The Problem

A leading healthcare provider teamed up with Dialog Health to elevate patient care strategies, focusing on predicting and improving retention rates, gathering feedback for satisfaction, refining home health programs, making informed decisions, and assisting dissatisfied customers. This partnership aimed to reach patients effectively, drive positive outcomes, enhance patient experiences, and fortify the provider's position in healthcare.

The Solution

Through partnering with Dialog Health and incorporating text messaging solutions, the provider accomplished impressive results. By using text survey links, they significantly increased their outreach and response rates, effectively engaging a wider audience. Particularly, the text survey **achieved a remarkable 94% reach rate among 10,261** patients, showcasing its efficacy in gathering valuable feedback. This extended outreach enabled the provider to gather comprehensive insights into patient satisfaction and address concerns promptly, enhancing customer loyalty.

This automated campaign exemplified the healthcare provider's commitment to sending post-visit surveys to patients to acquire relevant and actionable feedback.

FranklinHealthCo: Hello Faith, thanks for having your recent visit with Franklin Health Co. Your feedback is important to us and we thank you for answering this short, two-question survey.

How satisfied are you with the care you received from your clinician, Dr. Curtis? 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

5, everything was great! 😊

2. I didn't have the best experience.

FranklinHealthCo: That's great! How likely are you to participate in another visit with Franklin Health Co. in the future? Please reply with a score between 1 (Extremely Unlikely) and 5 (Extremely Likely). Only the number is needed.

FranklinHealthCo: We're sorry to hear you were not satisfied with your visit. To help us improve our program please reply with the number from the list below that most explain your dissatisfaction. Only the number is needed.

- 1 - Did not add value to my overall health
- 2- The provider did not answer my questions
- 3- I did not enjoy the video experience
- 4 - I did not enjoy having a provider in my home
- 5- The visit took too long
- 6 - I already see my doctor so this visit was not helpful

Contact Dialog Health for full case study.

Case Study Increased Survey Response Rate

The Conclusion

Through partnering with Dialog Health and incorporating our automated text messaging solutions, the contact center achieved remarkable results. The text survey links significantly increased outreach and response rates, effectively engaging a wider audience. With a 94% reach rate and a 52% response rate, the campaign demonstrated its efficacy in gathering comprehensive insights into patient satisfaction. An impressive 84% of respondents expressed satisfaction with their care, and 79% of those satisfied patients indicated they would revisit the provider. This success underscores the provider's commitment to enhancing patient engagement and outcomes through our healthcare messaging platform.

The Results

94%

REACH RATE

52%

REPLY RATE

84%

SATISFACTION RATE

Dialog Health's HIPAA-compliant texting solutions are cloud-based, easy-to-use, and proven to improve patient engagement while increasing staff productivity. Our software integrates with the systems you already use.

Powerful mobile solutions, better engagement for today's world.

Contact Us To Learn More

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