How to Build a Patient-First Culture

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Financial Disclosure

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How to Build a Patient-First Culture

In this webinar, you will learn:

• 4 key ingredients you must have to build a patient-first culture

• Step-by-step breakdown of each key ingredient, including plans and examples

• Where to start, how to maintain the culture, and what is most important
Sabates Eye Centers

About Us:

• 8 locations in Kansas City Metro
• 20 doctors and over 140+ employees
• Subspecialties: Retina, Glaucoma, Neuro-ophthalmology, Oculofacial
• Organizational structure
1. Vision/Mission

Our teams will provide an exceptional patient experience achieving a superior level of quality within the communities we serve.
1. Keys to Vision/Mission

Keys:

• Patient-centric

• Patient obsession from the top-down

• Communicating your vision/mission

• Training new-hires
2. Measure What Matters

- Measure Patient Satisfaction
- NPS Score (Net Promoter Score): Leading indicator of growth
- How likely are you to recommend us to a friend or colleague?
- 0-10 Scale + Why?
2. Keys to Measuring What Matters

Keys:

• Loyalty & satisfaction driven
• Locations NPS & provider NPS
• Online reviews: 91% read online reviews
• Patient insights + Patient life-time value
3. Closed-Loop Feedback Process

• Closed-loop feedback is when you follow up with your patients about the feedback they provided you

• Help retain these patients

• Trackable process

• Top 5 opportunities within your practice
3. Keys to a Closed-Loop Feedback Process

Keys:

• Answer questions, resolve problems, active listening, learn more
• Improvements to the patient experience
• Consistency (daily, weekly, monthly)
• Create your process
• Invite them back to try you again
4. Celebrate Success

• Positive patient experience
• Positive online reviews
• Improves SEO, Be found and be the best
• Sharing feedback with staff
4. Keys to Celebrating Success

Keys:

• Share, share, share, and share it again
• Highlight staff & providers
• Communication channels: e.g. intranet & staff emails
• Consistency
How to Build a Patient-First Culture

1. Vision/Mission
2. Measure What Matters
3. Closed-Loop Feedback Process
4. Celebrate Success
Q&A

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