



PRATT • REGIONAL
MEDICAL • CENTER

FEEDTRAIL CASE STUDY: PRMC

PRATT REGIONAL MEDICAL CENTER UNLOCKING HCAHPS IMPROVEMENT VIA REAL- TIME SERVICE RECOVERY

Pratt Regional Medical Center (PRMC) is a 35-bed hospital that serves a community of approximately 15,000 people in Kansas. Being located in a smaller community, reputation management and public opinion have been of paramount importance in establishing PRMC as a household name. Recently, PRMC partnered with Feedtrail to introduce their service recovery platform as a means to detect any less than perfect patient experience and remedy them before patients left any dissatisfied.



✓ CHALLENGE:

Prior to Feedtrail, PRMC depended solely on after-the-fact HCAHPS surveys to understand patient satisfaction. The feedback they received was too delayed to actually do anything about it. To combat this, staff made regular rounds on patients but felt like they were never getting the whole story from their patients when comparing CAHPS data to rounding data.

✓ ACTION:

Feedtrail was deployed across all care settings; the platform allows each patient to share about their experience *prior to discharge* using short, CMS-compliant feedback forms pushed via text-message to patient's cell phones. Patients can share privately about each experience they have with their care team; once feedback is submitted, staff is made instantly aware of all compliments and concerns that patients have about their care in real-time before patients have even left the hospital via real-time push notifications to staff and an interactive feedback dashboard.

✓ RESULT:

Pratt now has a way to detect opportunities for service recovery before unhappy patients leave poor scores on HCAHPS surveys and social media. On average, **Pratt detects 47 service recovery opportunities per 1000 visits across all departments**. Instead of waiting weeks to find out about a bad patient experience, **PRMC is now reacting to issues in less than 9 hours**. Feedtrail is helping drive PRMC towards near-perfect patient satisfaction readings as a result of their real-time service recovery efforts with patients.

Unlimited reporting features in the dashboard allow department leaders to recognize all nurses and providers who received compliments on the Feedtrail platform in weekly huddles

**6 x
A MONTH**

Service recovery requests
-negative to positive experience



**4.7 %
A MONTH**

consultative feedback
- ops improvement



**\$288,000
PER YEAR**

Service revenue estimated
to be recovered

“A few days ago, we had a patient come in for bloodwork and left us some very negative feedback. He made it very clear in his comments that he had no intention of ever having bloodwork done at PRMC again.

Feedtrail’s system notified that unit manager as soon as that patient submitted his feedback. Before lunchtime the next day, we were able to share those comments internally, come up with a plan of action, and follow up with that patient via email – all through the Feedtrail platform. Later that day, we followed up with him on the phone and he actually seemed quite pleased with our efforts in addressing his concerns. Not only do we feel like we retained a patient, but we are making an intentional effort to always uphold our organization's values.”

Paul Carrington,
Quality Director at PRMC



WITHOUT FEEDTRAIL

Without Feedtrail, PRMC would have been unable to quickly address the concerns of the patient above, this instance alone would have resulted in a loss of up to \$4,000 in net revenue per year — not to mention the word-of-mouth impact this less-than-ideal experience could have had.



Without Feedtrail, PRMC would also have lost out on the opportunity to retain this patient for future visits.

With Feedtrail, PRMC has recovered this patient’s loyalty by actively identifying and recovering the negative experience as soon as it occurred.

Simply being made aware of the situation as it happens has empowered PRMC’s staff to provide the exemplary patient experience they strive for.