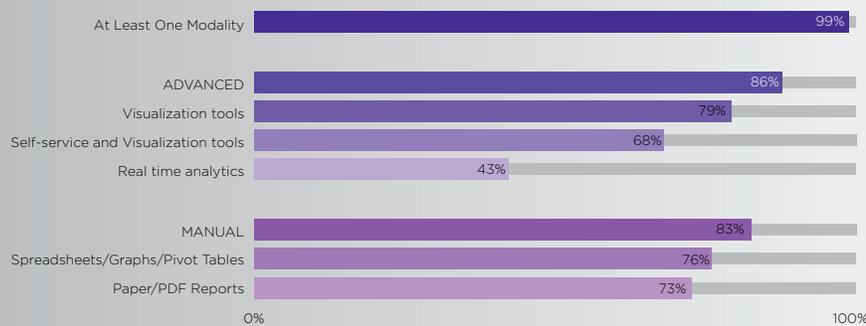


# DELIVERING PATIENT SATISFACTION FEEDBACK... A STEEPER HILL TO CLIMB?

Patient compliance (and by extension, clinical outcomes) is greatly influenced by the patient's satisfaction with their provider. As clinicians by nature tend to be inquisitive beings, organizations can have a greater impact on providers by delivering patient feedback in a manner that best suits the provider's needs. Learn how the approach for delivering this valued information varies by the type of provider organization and which organizations may be more constrained in impacting their provider communities.

## How are patient engagement/satisfaction metrics delivered to individual clinicians (nurses, doctors, pharmacists, etc.)?

Percent of organizations using various modalities when reporting patient engagement/satisfaction metrics to clinicians



2021 Digital Health Most Wired Survey  
©College of Healthcare Information Management Executives, 2022

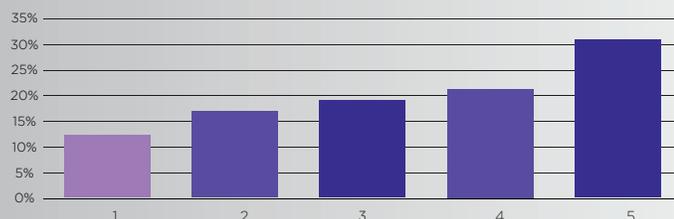
Findings from the 2021 DHMW survey reveal that almost all healthcare provider organizations use at least one of the defined delivery mechanisms in reporting patient engagement/satisfaction metric data to their clinicians. The findings also indicate that the delivery most frequently involves visualization tools followed by the use of highly manual modalities (spreadsheets/graphs/pivot tables and paper/pdf reports).

Recognizing that the listed delivery mechanisms can be partitioned into two basic groupings (ADVANCED mechanisms and MANUAL formats), we find that organizations tended to have a slightly higher utilization of ADVANCED delivery modalities over MANUAL formats.

The findings of the 2021 DHMW survey also reveal that the vast majority of healthcare provider organizations rely on multiple formats to deliver patient engagement/satisfaction data to their clinicians. In fact, only about 12% of organizations depend on a singular delivery mechanism, whereas over half use four or more delivery modalities.

## How are patient engagement/satisfaction metrics delivered to individual clinicians (nurses, doctors, pharmacists, etc.)?

Percent of organizations using multiple formats when reporting patient engagement/satisfaction metrics to clinicians

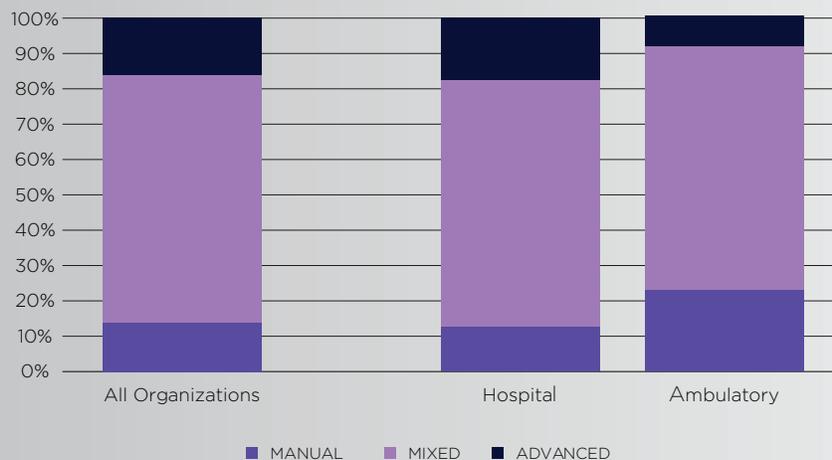


2021 Digital Health Most Wired Survey  
©College of Healthcare Information Management Executives, 2022

Given that responses to this question could be partitioned into two basic types of delivery formats (ADVANCED or MANUAL modalities), it is valuable to see if these use of delivery formats varies by the type of provider organization. We first divided organizations into three segments based on their delivery modality profile; organizations exclusively using ADVANCED tools; organizations exclusively using MANUAL formats; organizations using a mix of both ADVANCED and MANUAL mechanisms. When looking at the aggregate all organizations responding to the DHMW survey, we see that the percentage of organizations using either all ADVANCED or all MANUAL is fairly balanced. Yet when analyzing these same findings by the type of the responding organization (Acute care hospitals vs Ambulatory clinic) an interesting pattern emerges. Ambulatory clinics are less likely to exclusively use ADVANCED delivery formats than their acute care peers. These findings suggest ambulatory organizations have a greater reliance upon MANUAL reporting formats than their acute care peers, underscoring the challenges of efficiently and effectively driving patient engagement/satisfaction improvement initiatives in ambulatory settings.

## How are patient engagement/satisfaction metrics delivered to individual clinicians (nurses, doctors, pharmacists, etc.)?

Percent of organizations using technology when making a social services referral  
BY US Region



2021 Digital Health Most Wired Survey  
©College of Healthcare Information Management Executives, 2022



Digital Health Analytics (DHA) is a global market intelligence and survey research hub for digital health technology. Provided by the College of Healthcare Information Management Executives (CHIME), DHA was created in 2022 as the gateway for provider organizations and companies to better understand how digital technology supports leaders in transforming health and care and delivering data insights that help them make the greatest business impact possible.