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Improving Patient Experience by Social Media Daily Basis Monitoring

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INTRODUCTION

Social media marketing play important role in engaging customers, it can also damage hospital reputation whenever an unsatisfied patient shared its bad experience on social media and went viral. In this digital era, people easily complaints about almost everything in social media. On the positive side, we can use it as feedbacks to improve patient experience. We find outwhat matters most to our patients based on feedbacks we received from our social media and capturing input from patients.

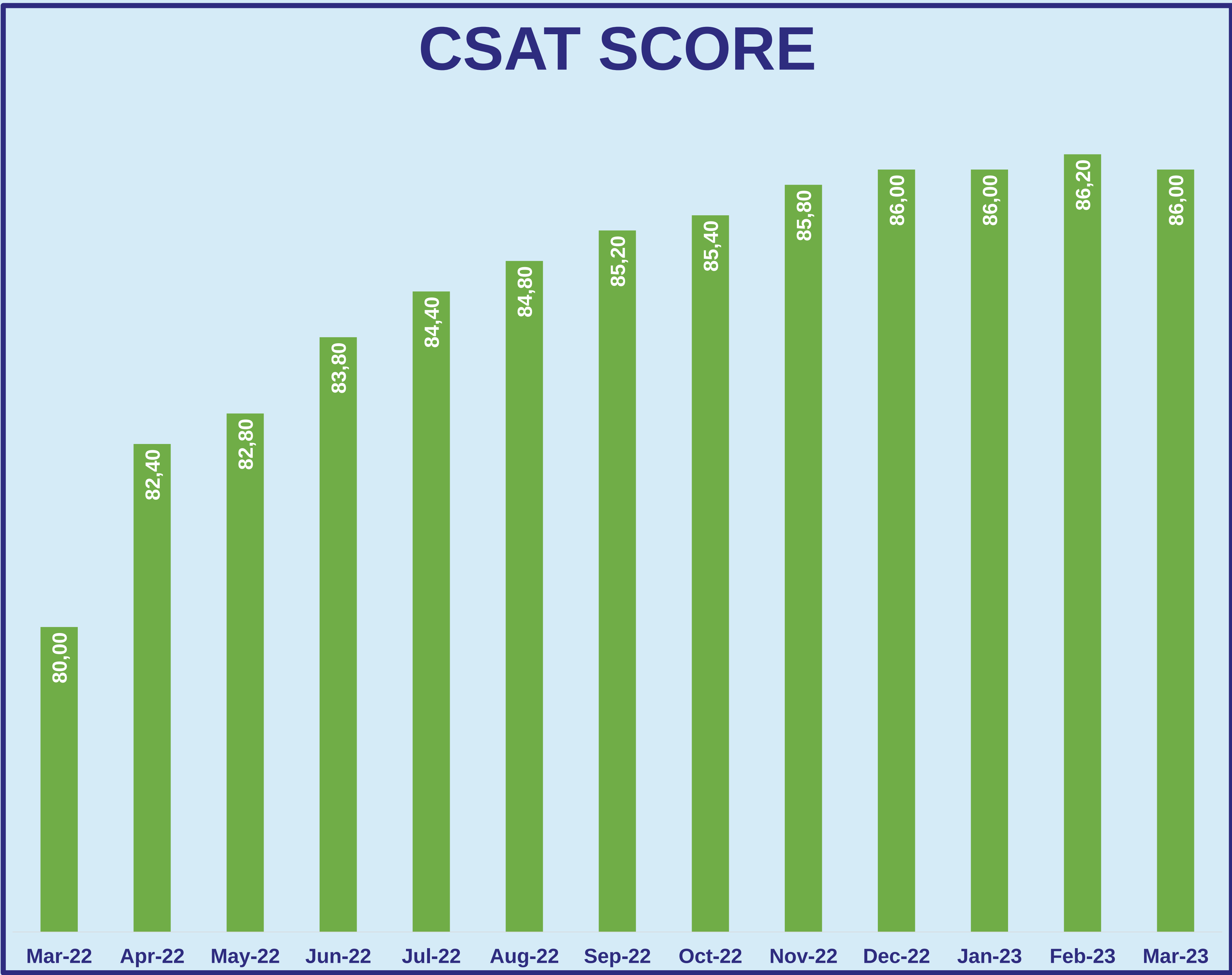
AIM

To increase number of patient satisfaction and improving the level of patient experience

RESULTS

Replying and giving fast responses to each complaint on social media and followup immediately show the hospital management with concern with patient experience. The result described on Google Rating previously 3.8 and currently google rating score increase to 4.0 in 4 month process with more than 2.1K review . On december 22 patient satisfaction score got 86 it's higher from target 85 in 5 month improvisation it shows positive trend in patient satisfaction score and the result of our improvement by redesigning 10 existing business process

CSAT SCORE



METHOD

Social Media Daily basis monitoring in capturing patient voices by whatsapp, replying Google Reviews and direct messages in social media, after that we coordinate with related unit to solve the problem on " whatsapp group to investigate input & complaints and also discuss with related unit to solve as soon as possible less than 24 hour and the result of our improvement by redesigning 10 existing bussiness process

CONCLUSIONS

Social media monitoring by daily basis effective to increase customer satisfaction. In other way it also helps hospital management to improve existing business model to create innovation and better patient experience

ACKNOWLEDGEMENT

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REFERENCES

Source Internal CSAT Data

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