

DMOS ORTHOPAEDIC CENTERS CASE STUDY

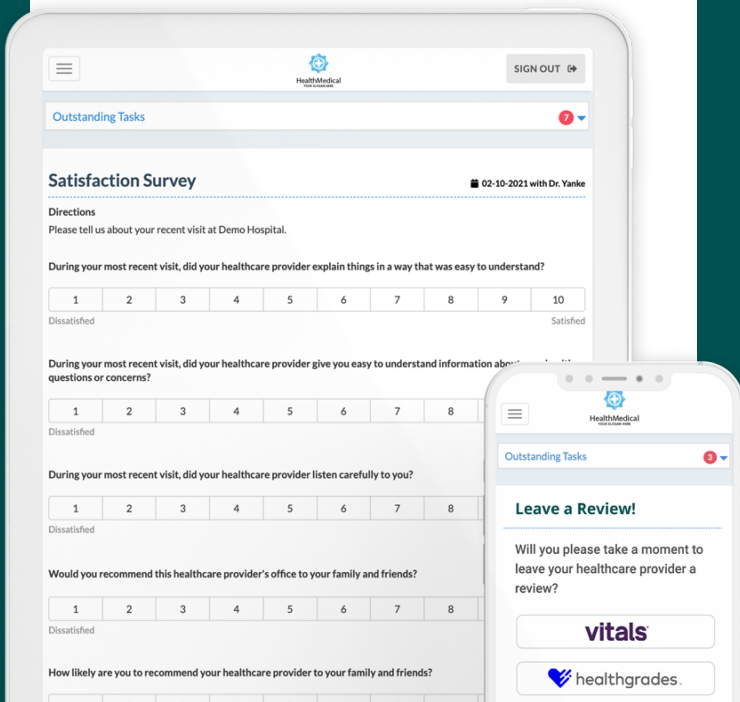
How DMOS Orthopaedic Centers Uses PatientIQ to
**Improve Patient Satisfaction
& Online Reputation**

OVERVIEW

Patient satisfaction and online reputation are becoming increasingly important for measuring quality in health care. They are commonly used indicators that affect clinical outcomes, and patient retention, as well as new patient acquisition.

DMOS had the goal of collecting personalized satisfaction metrics and capturing reviews after all visits at each of their locations to better meet the needs of their patients.

To achieve this, PatientIQ set up an automated workflow to assist DMOS in managing their online reputation, boost SEO, drive patient visits, and unlock business intelligence

The image shows two mobile devices displaying the PatientIQ interface. The tablet screen shows a 'Satisfaction Survey' for a visit on 02-10-2021 with Dr. Yanke. It includes a 'Directions' section and several rating questions with 10-point scales. The smartphone screen shows the 'Leave a Review!' section, which prompts the user to leave a review and includes buttons for 'vitals' and 'healthgrades'.

APPROACH

Personalized Satisfaction Surveys

Patients receive automated emails and SMS message after each visit to complete internal satisfaction surveys for operational intelligence.

Route Patients to Online Review Sites

PatientIQ automatically directs patients to the healthcare review sites that matter to DMOS at the end of their task session.

Centralized Dashboard for Reviews

Reviews are aggregated from that matter to the DMOS brand to track and manage their business reputation by group or source.

Amplify Patient Reviews

Embedded widgets that feature positive reviews on the DMOS marketing website to improve SEO, and drive new patient visits.

RESULTS (over last 12 months)



>800

new online reviews generated



4.83 stars

average rating
(increased from 3.32)



>25,000

patient satisfaction surveys completed

CONCLUSION

Reviews posted by patients provide valuable insights into quality of care and the patient-provider relationship. Recent studies show that 83% of healthcare consumers trust online reviews and ratings more than personal recommendations, and 80% of healthcare providers are aware of the importance of a strong reputation, but most don't know how to change it in a positive way. Your patients' glowing reviews are a source of hidden revenue, a website traffic generator, and one of the most effective ways to bring in new patients. DMOS turned to PatientIQ as their single source of truth to capture valuable patient insights on ways to provide better quality of care and further maximize satisfaction of their patients.

To see how PatientIQ can help your institution further stand out in the crowd, you can learn more by visiting www.patientiq.io or by contacting hello@patientiq.io today.