PatientIQ's PRO Maturity Matrix

How to level up your PRO program

As the industry leader in patient-reported outcome (PRO) collection, aggregation, and analysis, PatientIQ can help you to unlock clinical and financial success by transforming the way you leverage the voice of the patient.

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Table of contents

Introduction	The value of patient-reported outcomes	01
The matrix	The complete PRO maturity matrix	02
	Level 1: Manual	03
	Level 2: Independent initiatives	03
	Level 3: Organizational commitment	04
	Level 4: Streamlined collection	05
	Level 5: Standard of care	06
Conclusion	PatientIQ overview	06

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The value of patient-reported outcomes

Patient-reported outcomes (PROs) are essential for capturing the patient's perspective on their health, treatment effectiveness, and overall quality of life. By integrating PROs into clinical practice, healthcare organizations can enhance patient-centered care, improve treatment decision-making, and ultimately drive improved patient outcomes. When collected and analyzed at scale, PROs provide powerful insights that help providers and healthcare systems measure and improve outcomes, optimize care pathways, and demonstrate value-based performance.

PatientIQ helps healthcare organizations transform their PRO programs from manual collection to standard of care. Our platform streamlines collection while supporting crucial initiatives, from shared decision-making to system-wide improvement initiatives. We scale effortlessly — whether you're starting with a single department or implementing across a large healthcare system. Our PRO solutions connect your clinical care to generate profound insights into patient outcomes in the short and long term.

> "PatientIQ has changed the way we deliver clinical care. From increased efficiency to improved clinical and financial outcomes... we've seen benefits of the platform we didn't know were possible when evaluating it to begin with."
>
> • Dr. Adam Yanke, MD, PhD Director of Clinical Research and Associate Professor at Midwest Orthopedics at RUSH



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The complete PRO maturity matrix

Patient-reported outcomes (PROs) have the power to transform healthcare by capturing the patient's perspective, driving evidence-based care. However, organizations vary widely in how effectively they collect, analyze, and apply PRO data. To help healthcare systems assess their progress and identify clear steps for advancement, PatientIQ has developed the PRO Maturity Matrix—a framework that outlines five levels of PRO collection maturity, from sporadic manual efforts to fully integrated, data-driven care.

1 Manual

PROs are collected sporadically, if at all.

Data collection methods are manual and not integrated with other systems. There is limited awareness of PROs across the organization.

2 Independent initiatives

PROs are collected across pockets of an organization, but each group has their own methodology.

Some may get value from PROs in clinical practice and research, but it does not benefit the organization as a whole.

3 Organizational commitment

PROs collection is coordinated across the organization, but the process is clunky.

Automated PRO assignments (via EHR or third-party platforms) only happen for small subsets of patients (CMS regulations, surgery only, etc).

4 Streamlined collection

PRO collection is streamlined and attempts are being made to integrate PRO insights into the point-of-care for care decisions and provider engagement.

Risk scoring and conditional patient education are being discussed.

5 Standard of care

Your organization has fully integrated PROs into daily practice. PROs data actively influences care decisions, and quality improvement initiatives.

PRO insights are used in care decisions, quality improvement activities, patient engagement, national recognition, and more.

"At PatientIQ, we've worked with hundreds of healthcare organizations and have seen firsthand the challenges they face in collecting and utilizing PROs effectively. The PRO Maturity Matrix is our way of providing a clear, structured roadmap to help organizations diagnose where they are today and take the necessary steps to level up. Our goal is to make PRO collection not just a compliance task, but a strategic asset that improves patient care and drives better outcomes at scale."

• Matthew Gitelis, CEO & Founder, PatientIQ

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Level 1: Manual

1

Manual

PROs are collected sporadically, if at all.

Data collection methods are manual and not integrated with other systems. There is limited awareness of PROs across the organization.

At this stage, PRO collection is sporadic and manual, typically involving paper forms or basic surveys. Individual physicians might collect PROs, but awareness across the organization is limited. Staff spend significant time on data collection but only achieve mediocre results.

To access level 2, you need proof of concept:

- Launch an awareness initiative about the role of PROs in modern healthcare delivery
- Identify physician champions who can evangelize the value of PROs
- Begin to standardize PRO use at the department level

Benefits to unlock

Improved administration efficiency

67% reduction in cost per patient PRO collection

Level 2: Independent initiatives

2

Independent initiatives

PROs are collected across pockets of an organization, but each group has their own methodology.

Some may get value from PROs in clinical practice and research, but it does not benefit the organization as a whole.

Your organization has pockets of PRO collection across different departments, but each one uses its own methodology. A few physicians may use PROs in their care delivery, but this data is not widely incorporated throughout the organization. Those that do incorporate surveys use an ad-hoc process, rather than a streamlined, automated approach.

While some groups see value from their PRO data, the organization as a whole isn't seeing the full benefits. Collection methods vary between manual and partially automated systems, and staff still shoulder a significant burden. Without consistent processes, stakeholder buy-in remains a challenge.

To access level 3, you need standardized processes:

- Automate PRO collection via EHR integration
- Develop standardized processes and assign responsible parties to oversee PRO collection and analysis
- Incorporate PRO surveys as a routine part of patient care

Benefits to unlock

Improved NPS scores of up to 14%

Maximized CMS reimbursement

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Level 3: Organizational commitment

3

Organizational commitment

PROs collection is coordinated across the organization, but the process is clunky.

Automated PRO assignments (via EHR or third-party platforms) only happen for small subsets of patients (CMS regulations, surgery only, etc).

At this stage, your organization has embraced PRO collection, but processes are still clunky. You have automated collection (through EHR or third-party platforms) for some subsets of patients. Multiple stakeholders are involved—from front desk staff to quality directors—but IT constraints and reporting delays can frustrate participants.

Collection includes some long-term follow-up and automation to collect data, but the organization lacks a feedback loop to connect those findings to patient interventions.

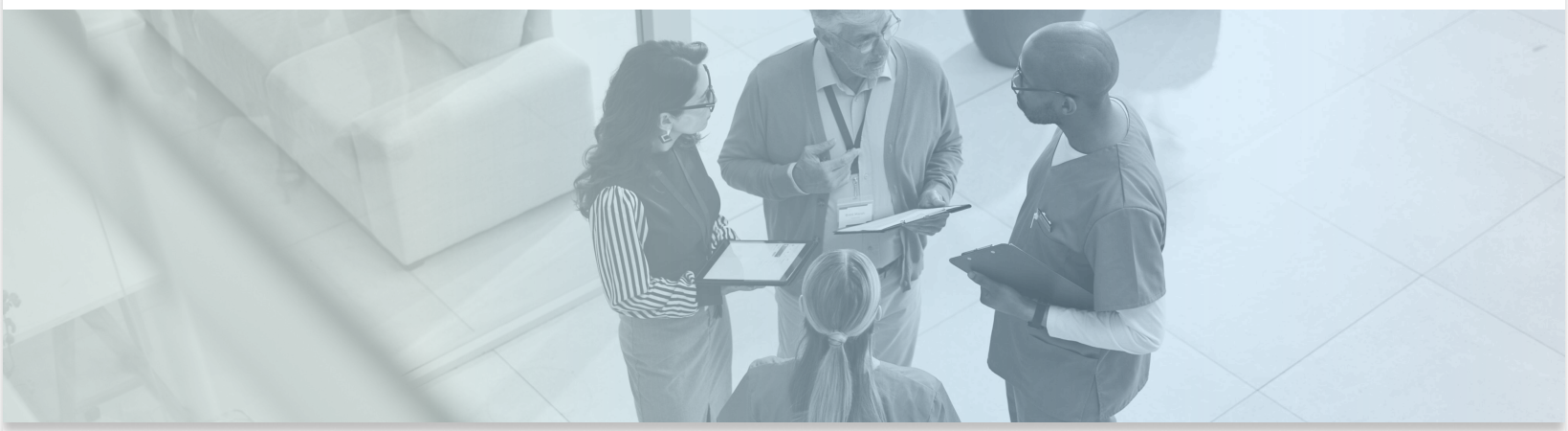
To access level 4, you need leadership engagement:

- Emphasize how insight from patient voices can enhance shared decision-making
- Streamline your automated processes with validated surveys to all patients across all medical specialties
- Automatically integrate PRO results into the EHR

Benefits to unlock

Baseline compliance rates of more than 90% and 1-year post-op rates of 80% and higher

Increased patient satisfaction



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Level 4: Streamlined collection

4

Streamlined collection

PRO collection is streamlined and attempts are being made to integrate PRO insights into the point-of-care for care decisions and provider engagement.

Risk scoring and conditional patient education are being discussed.

Your organization has established efficient PRO collection with automated, intelligent systems that integrate with your EHR. You're actively integrating PRO insights into point-of-care decisions and provider workflows. PROs are a standard element of care delivery, with automated data collection and the ability to aggregate data.

Leadership actively promotes the importance of patient voices across the institution. Although technical challenges remain—particularly in linking PROs to specific interventions and generating clinical-grade insights—your organization has built a strong foundation for data-driven patient care.

To access level 5, you need validated results:

- Use PROs to benchmark patient outcomes against larger data sets to prove your care is superior
- Fully integrate PRO responses into routine conversations with patients, fostering loyalty and improving outcomes
- Craft a culture of PROs as a standard of care - integrating uncovered insights into clinical care

Benefits to unlock

Reduced readmission rates for savings of $10K per patient

Maximization of value-based care programs

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Level 5: Standard of care

5

Standard of care

Your organization has fully integrated PROs into daily practice. PROs data actively influences care decisions, and quality improvement initiatives.

PRO insights are used in care decisions, quality improvement activities, patient engagement, national recognition, and more.

Your organization has fully integrated PROs into daily practice. PROs data actively influences care decisions, quality improvement initiatives, and patient engagement strategies. PRO collection is seamlessly integrated into your EHR, generating insights that can be used to inform patient care.

Your automated, intelligent collection system serves stakeholders across the institution—from clinical teams to administrators. A culture of valuing patient voices permeates the organization from top to bottom, and PROs have become an essential part of your care delivery at this stage.

Go beyond just collecting PROs—
Let **PatientIQ** help you
improve patient outcomes.

For more information, visit www.patientiq.io

PatientIQ is a cloud-based software platform and patient engagement technology that automates the collection of patient reported outcomes. It also offers procedure-specific education modules to help prepare patients for treatments and proactively monitors their recovery. The platform's built-in analytics and biostatistical modeling engine generates actionable insights for quality improvement, research and marketing purposes. The collected data can also be used to collaborate and benchmark with other institutions. The software comes with full-service support and is easily configurable around organization-specific workflows.

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