



# TouchScreen MARKETING & RESEARCH

## **Instant Access to Your Patients Thoughts – A Competitive Advantage**

Knowing what your patients think can be a significant competitive advantage to your business and can differentiate you from your competitors. Patient satisfaction surveys can be used as an effective tool to measure the patient experience, strengthen customer relations and improve loyalty.

Why do patients take the time and effort to complete customer surveys? According to Rachel Wells, General Manager, TouchScreen Marketing & Research, patients view requests for their feedback as an interest in their opinion and a commitment to change and action. Surveys heighten patients' expectations that a business is keen to improve and is going to drive change.

Traditional survey approaches can be hampered by low response rates of paper-based and telephone surveys, interviewer bias, data entry errors and time delay in receiving survey results. Touchscreen surveys are one of the more innovative survey techniques available to New Zealand businesses. They enable businesses to gather feedback at the point of service, where patients can express their opinion and satisfaction levels moments after their experience. Respondents simply touch their answers on the screen of a kiosk, desktop PC or tablet PC, which has been customised to collect specific answers.

Throughout a survey project, responses are tabulated instantly by Digivey survey software, eliminating the need for data entry and manual manipulation of results into excel graphs, cross tabulations and result filters. Immediately after a project is concluded, Digivey results are presented in a PowerPoint presentation with colourful three dimensional colour charts and easy to understand actionable reports.

Physiotherapists using touchscreen surveys have commented that their patients enjoy the approach and willingly participate. The reporting is professional, efficient and the data, user friendly and easy to follow. In multi-disciplinary environments, the ability to programme and customize the questions around each department ensures it provides relevant and useful information as well as the general shared environment. Effectively containing mini surveys for each discipline within the broader survey. From the respondent's view point the programming is invisible.

## **In Touch With Your Patients**

Touchscreen surveys have been successfully used by the multi-service provider, SportsMed Canterbury. Their Practice Manager, Kevin Smith commented *"Rachel customised a survey that acknowledged the number of services and providers we have. This gave us feedback on a discipline basis which will help us in planning our marketing strategy. In the past we have used a manual survey and collation and interpretation of data has been difficult. We will be using the touch survey in the future and look to build on the knowledge we gained this time by drilling down a little more. I would commend TouchScreen Marketing & Research for the manner in which they developed a survey for our use and facilitated the whole process and provided us with in depth reports within 24 hours of the survey's completion."*

PHYSIOSOUTH is another Christchurch business supporting touchscreen surveys. After a recent survey, Mike Ringdahl, Operations Manager, PHYSIOSOUTH LTD commented, *'PHYSIOSOUTH has seven clinics located in the Christchurch area. We are very interested in understanding how our patients perceive our business and regularly use a paper based survey*

*to gather feedback from our patients about their customer experience. We recently trialled a touchscreen survey and the data captured exactly what we need to measure. We found the touchscreen system easy to use and the comprehensive results took the hard work out of collating and analysing results. We are currently evaluating our options for purchasing a touchscreen survey package comprising of a desktop PC and Digivey survey software. Our objective being to rotate the patient survey around our clinics, gathering crucial information required to measure the delivery of a consistent customer experience to all of our clients."*

A new development is the integration of online and touchscreen surveys allowing businesses to email a survey link to their database. This allows for the results from both surveys to be combined and presented in a formatted survey report with cross-tabulations and colourful graphs.