



Beyond Google Reviews & NPS

Focused Measurement to Drive
Improved Patient Experience and
Practice Growth

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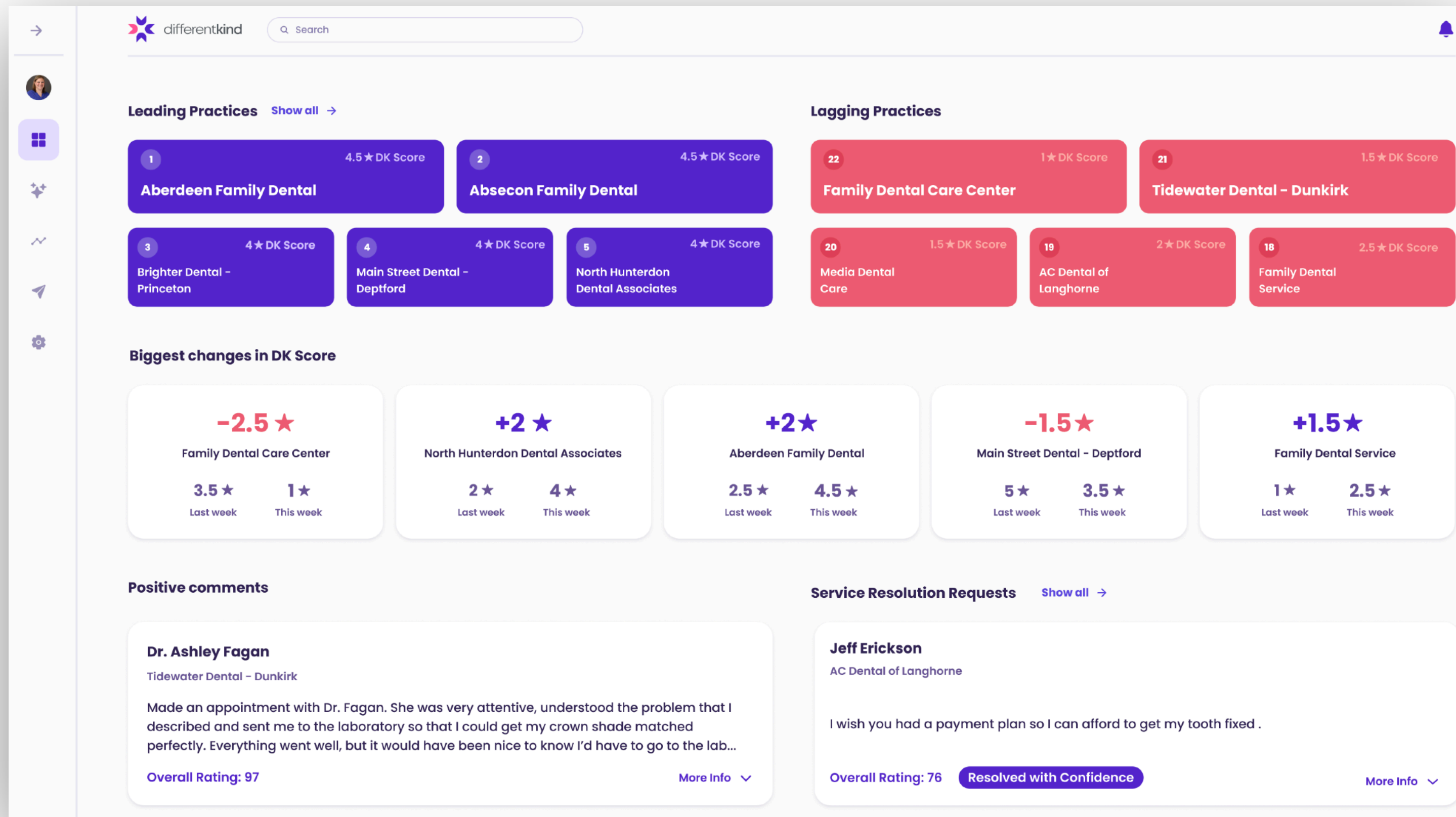
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DentalScapes

differentkind

Measurably improving outcomes & experiences



Helping Dental Groups Discover What Matters Most



Immediate
Results in real-time



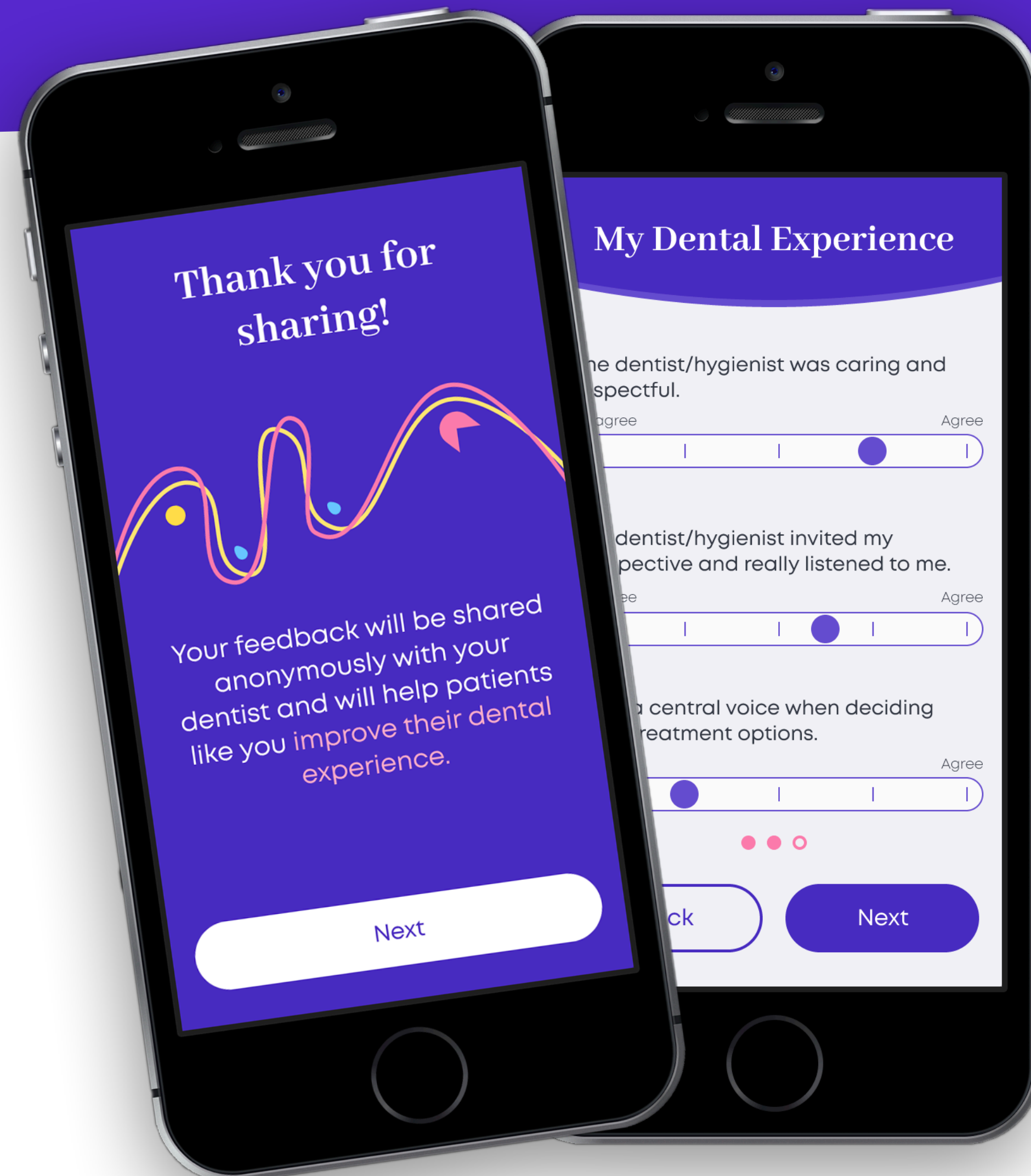
Actionable
AI-Fueled Insights With
Predictive Power



Automated
Connected to the EDR

differentkind

Measurably improving outcomes & experiences



Helping Dental Patients **Have A Voice In Their Care**



Evidence-Based
Meaningful Metrics



Convenient
Digital-first Experience



Personalized
Built-in Service Resolution



Purpose:

Understand where Google Reviews and NPS fit into the multifaceted nature of patient experience and practice differentiation

Plan:

Setting The Table: **10 minutes**

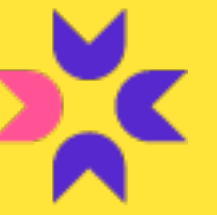
Questions on Google Reviews & NPS: **15 minutes**

Meaningful Measurement & Differentiation: **20 minutes**

Q&A: **10 minutes**

Outcome:

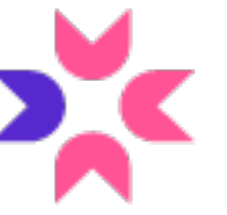
Give you a framework to meaningfully measure and improve patient experience to drive experience, differentiation, and growth



Some Questions We'll Answer Today

- What is patient experience (PX)? NPS?
- What is the goal of Google Reviews?
- Why do Google Reviews and NPS fall short when measuring patient experience?
- What's more important from a marketing perspective - Google Reviews or PX data?
- What framework can be used to measure PX data?
- How can you use PX data to differentiate your practice?





Patient experience (PX) is the sum of all interactions, shaped by an organization's culture, that influence the patient perceptions across the continuum of care.

The Beryl Institute



What is NPS?

EST. 1942
Hem & Stitch
CLOTHING CO.

How likely are you to recommend
Hem & Stitch to a friend?

0 1 2 3 4 5 6 7 8 9 10

Not likely Very likely

acme

Thank you for your time. This survey should take under a minute to complete.

Based on your recent purchase, how likely are you to recommend
ACME to your friends and family?

0 1 2 3 4 5 6 7 8 9 10

0 - Very unlikely 10 - Very likely





NPS®



40
responses

- Promoters
- Passives
- Detractors



	Less Descriptive	More Descriptive
More Generalizable	<ul style="list-style-type: none">➤ Surveys➤ Comment Cards➤ Kiosk questions	<ul style="list-style-type: none">➤ In-depth interviews➤ Focus groups➤ Patient panels
Less Generalizable	<ul style="list-style-type: none">➤ Online ratings➤ Public meetings	<ul style="list-style-type: none">➤ Patient stories➤ Complaints and compliments➤ Photographs



A truly functional experience tool provides

100 Feedback from ALL patients

✓ Feedback from actual patients

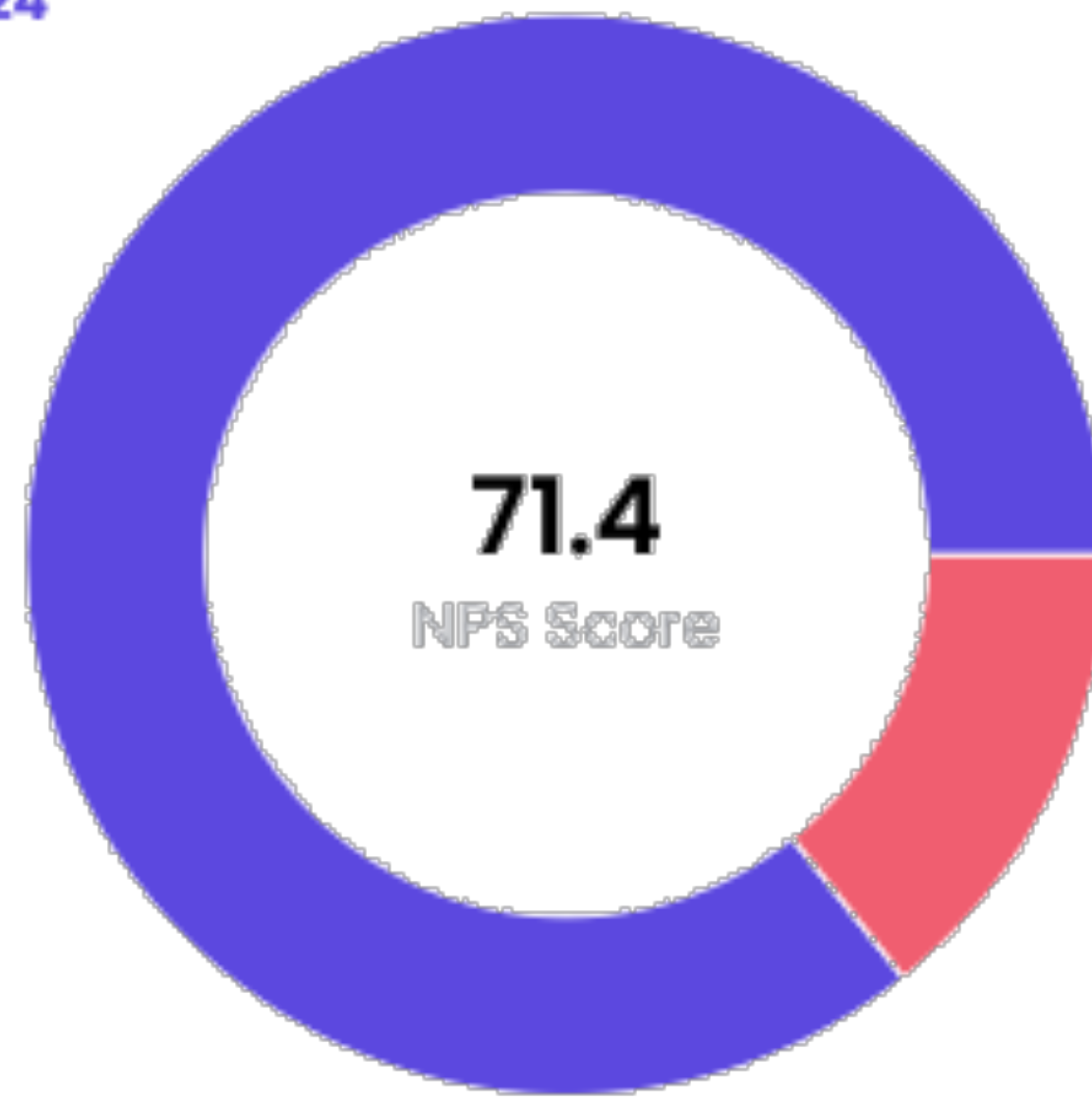
🕶 Feedback that is transparent



NPS & Google Reviews Don't Tell The Whole Story

NPS®

Feb 2024



★★★★★ 2 weeks ago NEW

This entire dental team took time to give education on procedures and how my child would benefit in the future. Their knowledge far exceeded my expectations as well as their natural approach to healing and pain management.

★★★★★ a week ago NEW

I loved my experience at [REDACTED] I wanted to share how much [REDACTED] and her assistant [REDACTED] went above and beyond to make this experience wonderful. They were so patient and kind to my daughter and I she loved being there with them. Also another thanks to [REDACTED] in admin for being so kind and referring me to come in with my daughter I'm forever great-full. These ladies are the reason we will be coming back, thank you so much and God bless you all!!

★★★★★ a week ago NEW

My son is a patient at [REDACTED] since he was 10 weeks old. He got a tongue tie revision and also had the LAFTTR laser done. It definitely did the job as he exclusively breast fed after that with no problems! Once we were out of the country and my son got a bad mouth injury, so I sent an email to see if someone could help me. [REDACTED] went above and beyond to help us through this difficult situation. She contacted the doctors and sent me suggestions that helped tremendously. I was so anxious and panicking but [REDACTED] helped me get through it. I am forever grateful and we will continue to come to [REDACTED] because of this!



NPS & Google Reviews Don't Tell The Whole Story

Friday, February 16, 2024

There were too many hygienists and people changing places during the visit. Why?

3.0 ★

Wednesday, February 14, 2024

First, everyone was so kind. No complaints there. We have been coming to your office for many years with all four of my kids. However, our appt was at 3 pm, we came early to fill out paperwork and we left at 4:30. That felt like forever. There were 6 ladies in the cleaning area and no one seemed to know who they were working on, what was happening or what was happening next. "Oh, can you help me with this?" "Are you busy, can you go take front and side pics?" "Have we done X-rays yet? No? Oh, who can do x rays? Is it free? Where are the sunglasses? My laptop isn't charged, can I use yours? Is that the right phone for pictures? Have you reviewed your treatment plan? No? Can you go print out the plan and review it with her? (No one ever did this.)" It felt chaotic. My daughter has autism and I come to this office for that reason but this last visit left me feeling not great. Maybe it was a training day for new staff? Maybe it was after lunch and everyone was getting back in their groove? I don't know. Maybe I just need an office where each child has one tech with them the entire time and we are in a private room?

2.0 ★ Wait time: 1.0 ★

Less ^

Tuesday, February 13, 2024

The visit initially felt chaotic and it took approximately 15 minutes just to check out so did not end on a positive note. While we really appreciated the care and consideration of both dentists and the hygienist (was AMAZING), our original hygienist seemed more concerned with checking boxes and working with the adult assistants. She seemed distracted and unhelpful while taking my son's X-rays. He already has dental related anxiety and this prolonged experience with very little explanation given to him during the process did not set a great tone for the remainder of the appointment. When she finished cleaning my daughter's teeth (I had three children present) my son was left and she brushed him off and said someone else would take care of him. While I am glad that happened because was so patient and caring with him, this behavior perpetuated a sense of carelessness and simple unawareness of what was meant to be done. We have been at for 5 years but this visit did make me question whether we would be returning.

1.0 ★

Less ^

Willingness to Recommend: 1.0 ★ Shared Decision Making: 4.0 ★



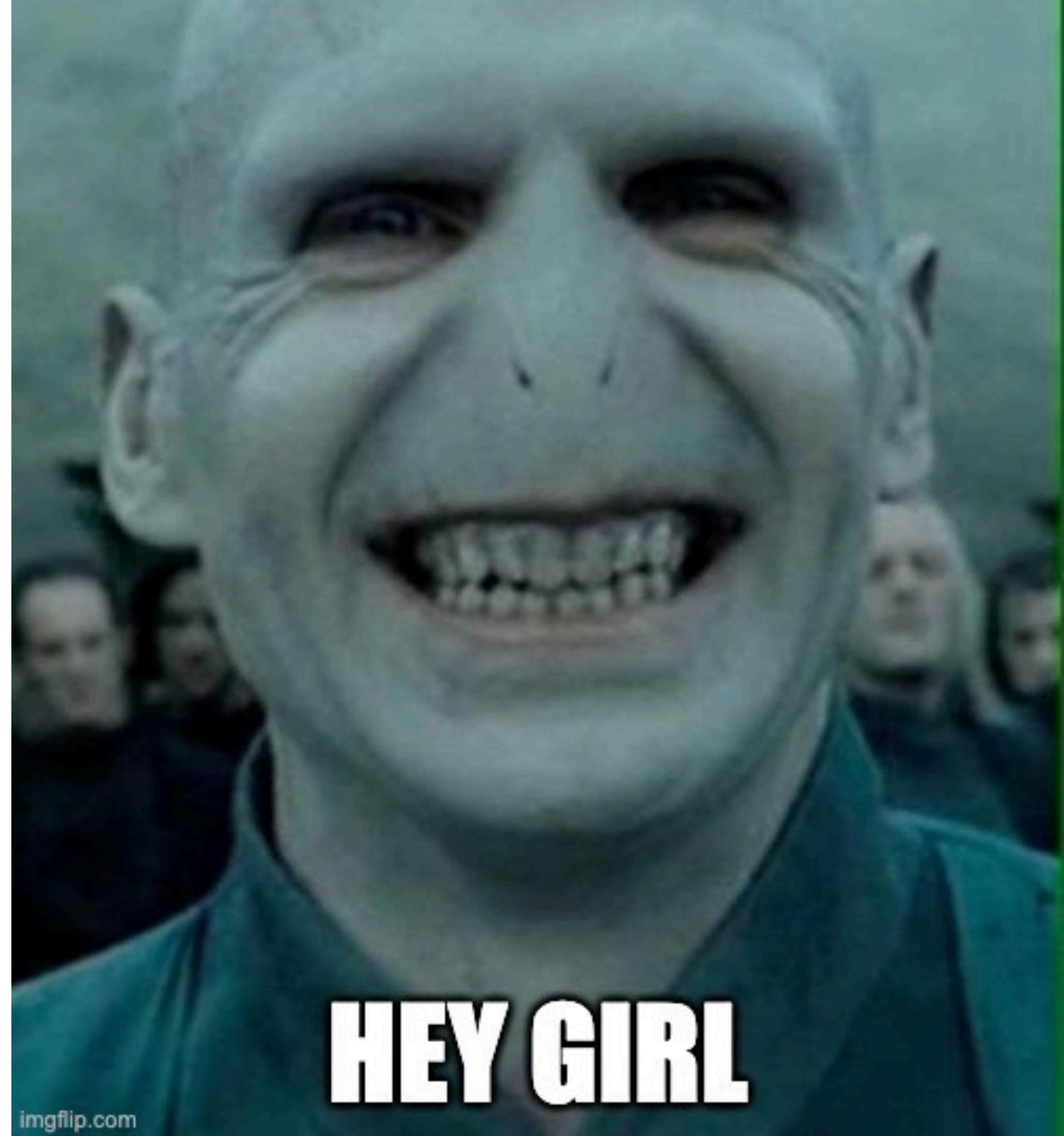
**WHAT POTENTIAL
PATIENTS SEE ON YOUR WEBSITE**



HEY GIRL



**WHAT PATIENTS SEE WHEN
THEY GET TO YOUR PRACTICE**

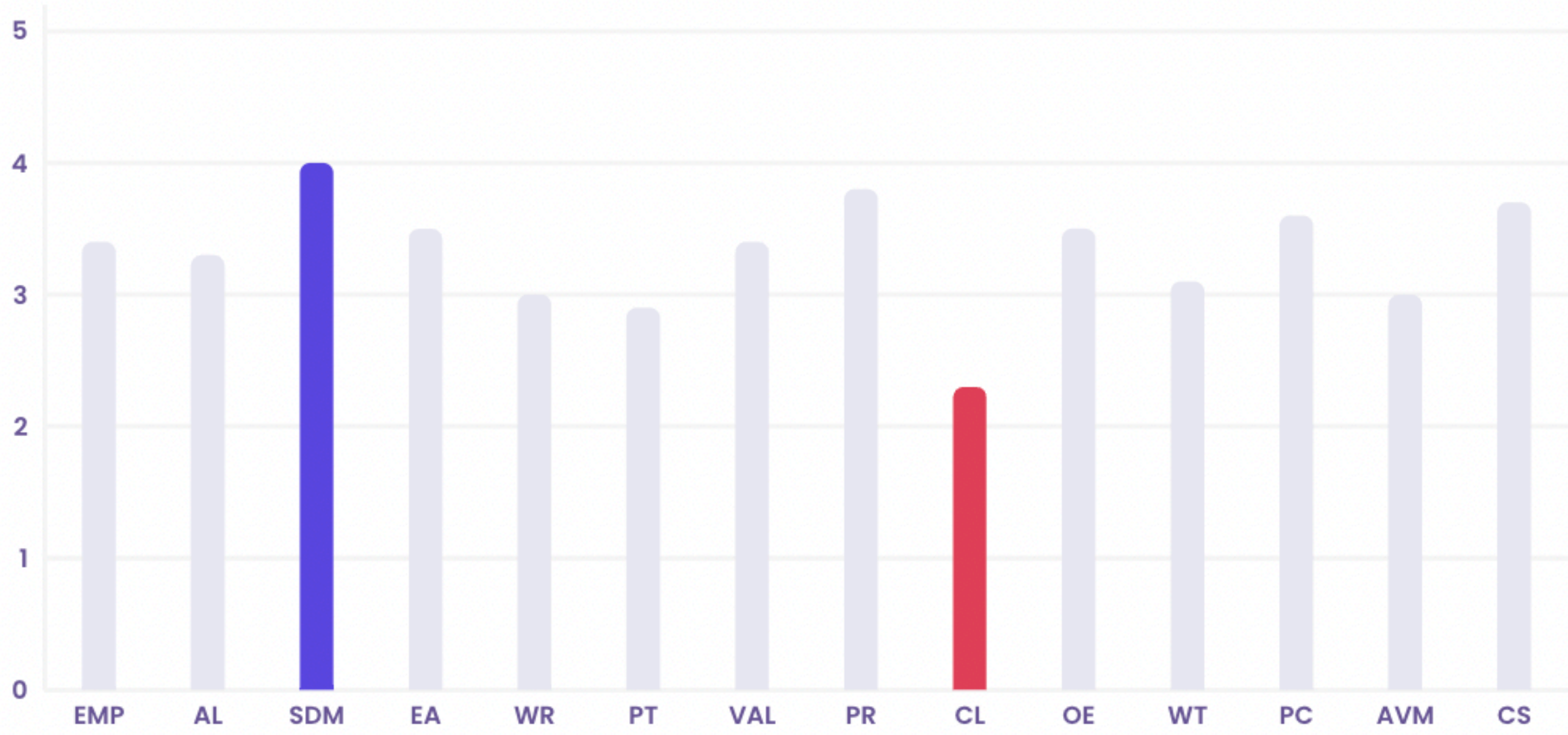


HEY GIRL



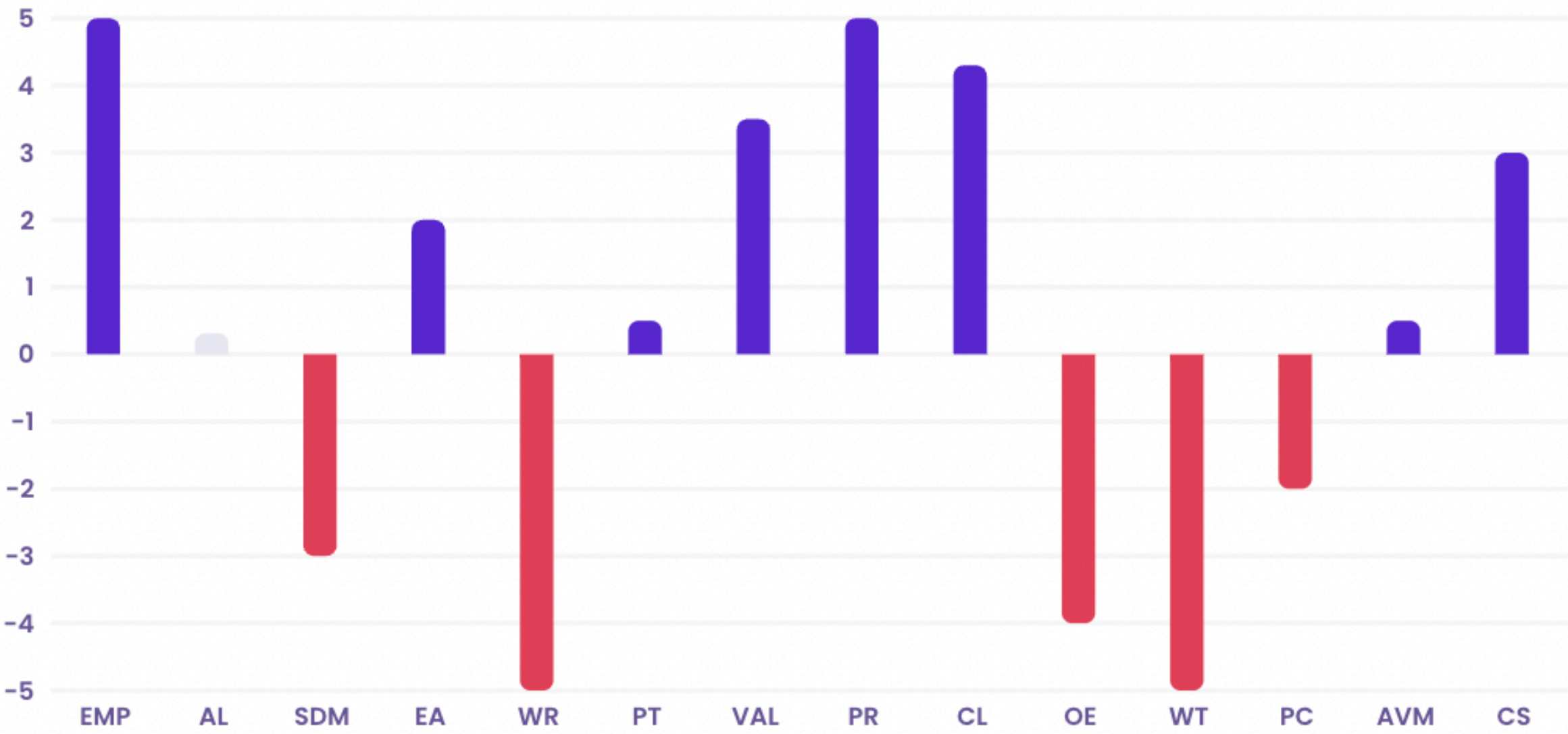
Experience Rating

Mar 2023



Experience Change

Oct 2023

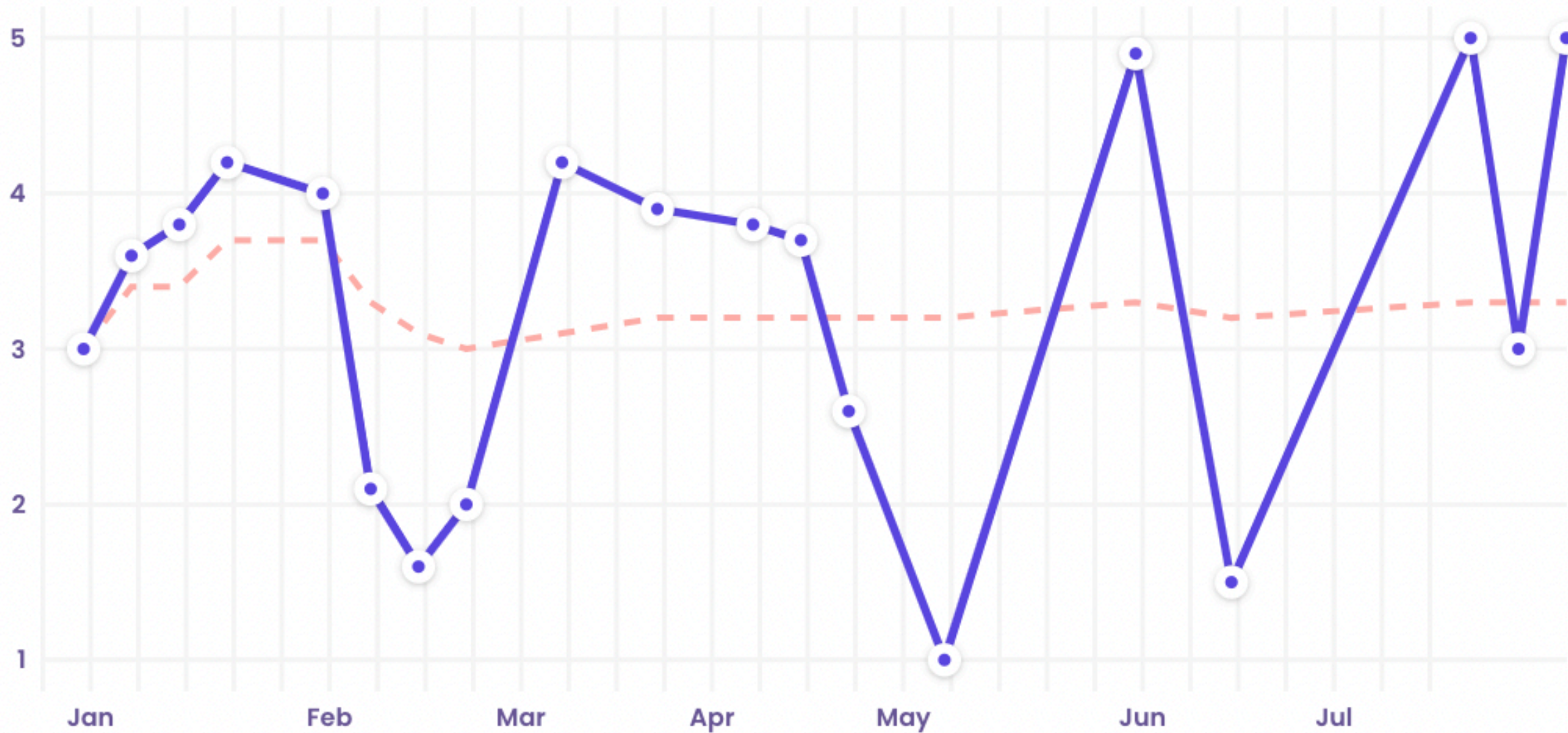




Experience Metric



Jan 2023 – Jul 2023 Shared Decision Making



Top outlier metric



Jan 2024 All

Shared Decision Making 2

Salida Dental (2)

Price Transparency 1

Salida Dental (1)

Shared Decision Making 1

Salida Dental (1)



Discussion/Questions



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