

Case Study:

Enhancing Patient Satisfaction and Operational Performance for a Healthcare Provider

Summary:

While other industries have embraced business intelligence to advance reporting, benchmarking, strategic planning and operational decision-making, health care providers are behind the curve in adopting and using this technology. A healthcare provider that embraces this diagnostic tool set can gain a competitive advantage for achieving and sustaining high performance. ALLIANT provided such a business intelligence consultation to HEALTHCARE PROVIDER X in 2005.

Business Challenge:

Our client had a small amount of business intelligence knowledge at its disposal, and as such, had difficulty making some operational decisions for the organization. Within the industry, there is little standardized information available for healthcare providers to utilize to benchmark on success. Information for private healthcare firms is particularly difficult to garner, especially when a system for collecting and analyzing such data has not been put into place. The diversity of the provider market and the multitude of individual business situations within it mean that what actually constitutes high performance will vary, provider by provider.

How We Helped:

ALLIANT helped Healthcare Provider X set up a system for collecting and analyzing business intelligence information. Specifically, ALLIANT set up a database system to collect key data points in three areas: Patient Satisfaction, Clinical Quality, and Operational Performance. After consulting with the client in all three areas, the client decided that the most immediate performance boost could be garnered by improving patient satisfaction. With this target in mind, ALLIANT designated 7 key benchmarks affecting patient satisfaction. A three-month research study was undertaken to ascertain metrics for these benchmarks for the client. The metrics were then compared to key competitor's metrics. Working with the client, ALLIANT helped devise a comprehensive action plan to boost scores across all 7 metrics. The plan was executed during a span of 12 months, and a follow-up survey was conducted at 18 months to determine progress made.

High Performance Delivered:

The information provided via the Business Intelligence database has been extremely useful for the organization. First and foremost, the information has allowed the healthcare provider to gain a 360-degree understanding of key competitive measures. By benchmarking its own performance against that of key competitor's, HEALTHCARE PROVIDER X has decreased patient wait times by 35%, improved patient satisfaction by 54%, and improved return visits by 19% within 12 months.