


The ABC's of NPS

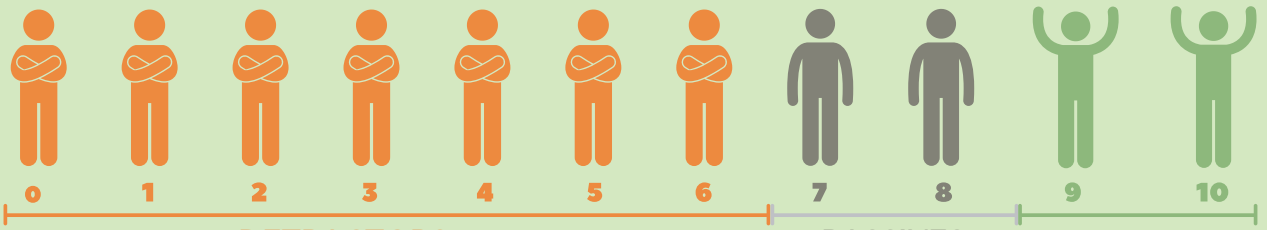
NPS (Net Promoter Score) is a customer experience metric used in many industries. It complements average customer satisfaction.

How does it work in healthcare?

A Patients rate how likely they are to recommend the facility on an 11 point scale.



B Each patient is classified as a promoter, passive, or detractor based on their response.



0 1 2 3 4 5 6 7 8 9 10

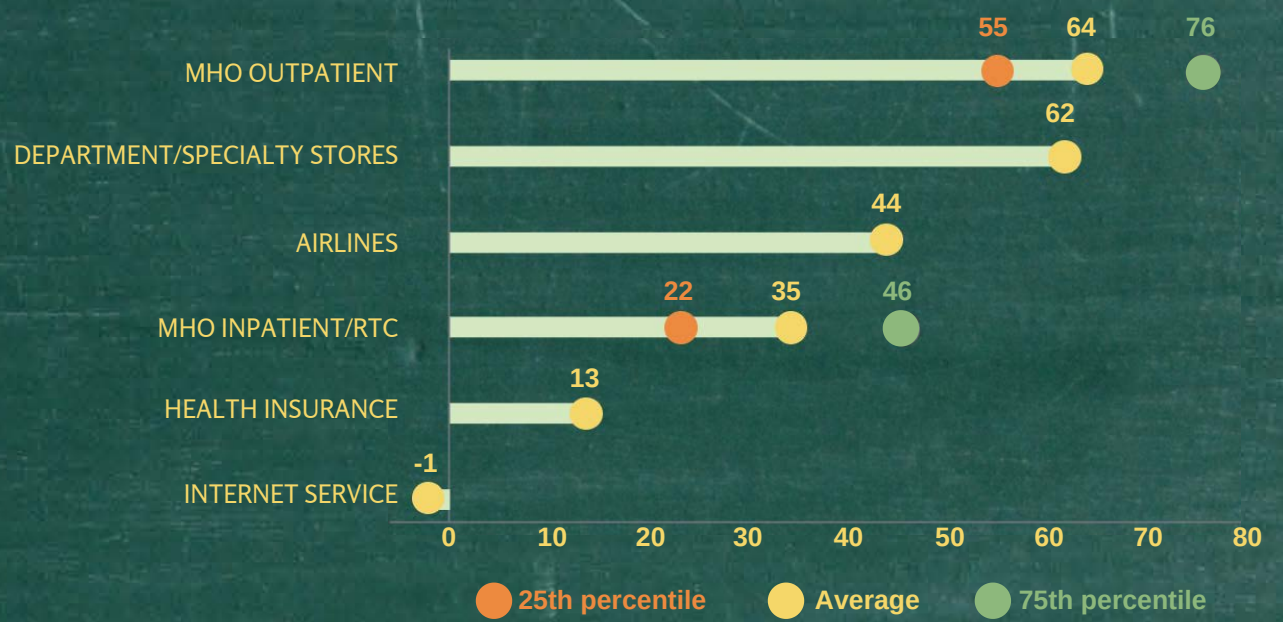
DETRACTORS PASSIVES PROMOTERS

C A formula is applied:

$$\text{\% Promoters} - \text{\% Detractors} = \text{NPS SCORE}$$

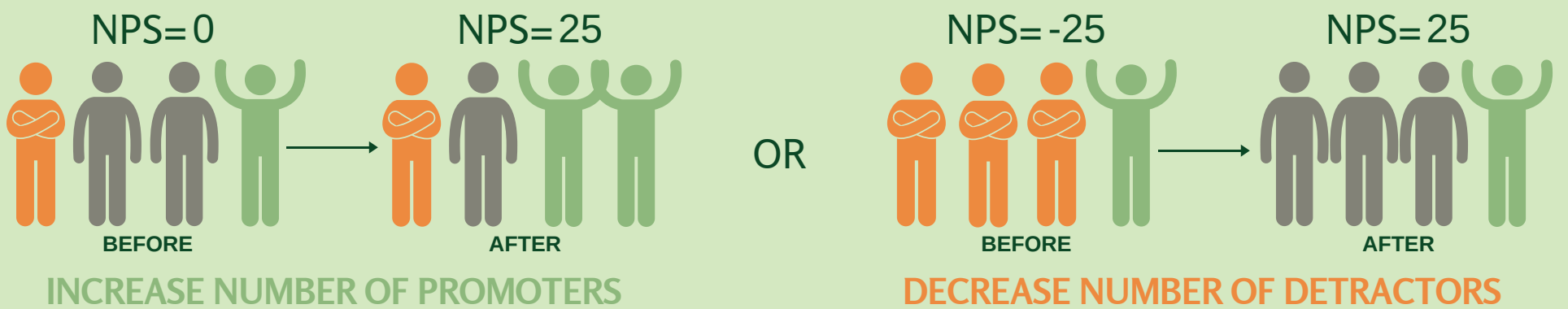
What's a good score?

Scores range from -100 to 100. Some industries naturally score higher and others score lower. Organizations within each industry compare themselves to others in their industry to learn how they are doing.



How can my facility improve its score?

Patient comments and results from the remainder of the satisfaction survey are key to improving NPS. Performance improvement efforts will be successful in improving scores if they:



INCREASE NUMBER OF PROMOTERS

NPS=0 (Before: 1 detractor, 2 passives, 1 promoter) → NPS=25 (After: 1 detractor, 1 passive, 2 promoters)

OR

DECREASE NUMBER OF DETRACTORS

NPS=-25 (Before: 3 detractors, 1 promoter) → NPS=25 (After: 2 passives, 1 promoter)

Using NPS and Average Satisfaction together provides much greater depth in understanding how patients view your facility as a provider of care and view their experiences on their treatment journeys. It's also one more way to set yourself apart from other facilities in stakeholder communications!