



Patient Experience Analytics Platform (PX): Design Document

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Imagine if your hospital could see, in real-time, exactly how patients, their families, and the broader community feel about their experiences with your services, all while keeping an eye on your competitors' reputation and standing in the market.

Social media is a powerhouse for public perception—it's estimated that **over 70% of patients use social media to share their healthcare experiences** and that nearly **41% of people use it to research hospitals, doctors, and treatments before making healthcare decisions.**





72% of patients check online reviews before choosing a hospital

What are they seeing about you?



89% of hospitals don't know what patients say about them on social media

Do you?



One negative review can cost you 30 potential patients

How many are you losing right now?



Your competitors are monitoring their online presence 24/7

Are you keeping up?



Transform patient feedback into actionable insights

Real-time. Comprehensive. Competitive.



DeepForrest's Proof of Concept

Patient Experience Analytics Platform (PX) aims to demonstrate the platform's capabilities in providing actionable insights to improve patient care and operational efficiency. The PoC will focus on integrating real-time data, performing sentiment analysis, and delivering visual analytics to help healthcare providers understand patient feedback across multiple channels.

PoC Scope:

- Platform Onboarding & Setup
- Data Integration
- Sentiment Analysis & Dashboard Configuration
- Feature Demonstration
- PoC Evaluation

Visuals

- **Platform Onboarding:**
 - Integration of hospital data
 - Configuration of PX platform
- **Data Collection:**
 - Import social media, survey, and competitor feedback data
- **Data Analysis:**
 - Run sentiment analysis
 - Setup dashboards for sentiment trends, reputation, and loyalty scores
- **Results & Insights:**
 - Present actionable insights from the analysis
 - Provide recommendations for improvement in patient experience
- **Evaluation:**
 - Compile the final PoC report
 - Discuss impact and future implementation

Examples

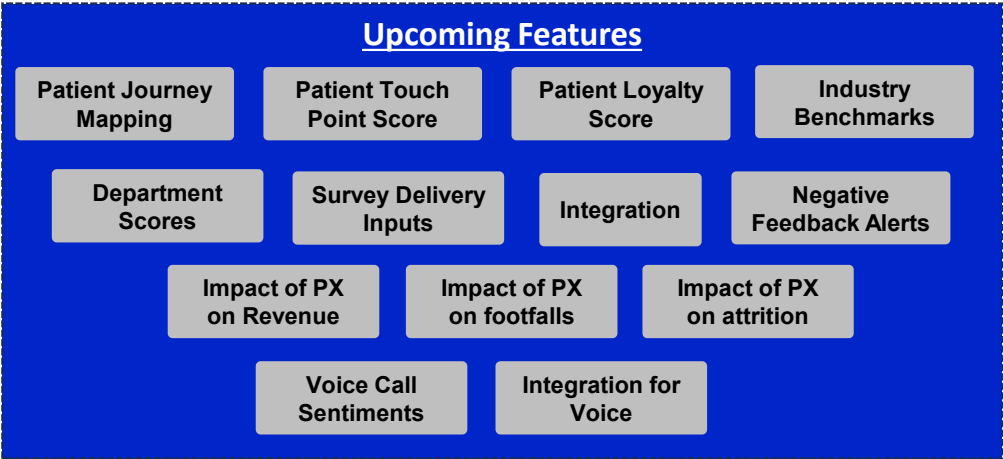
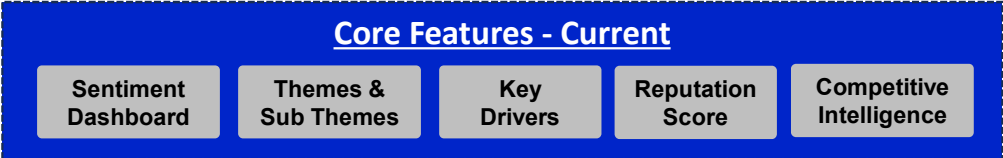
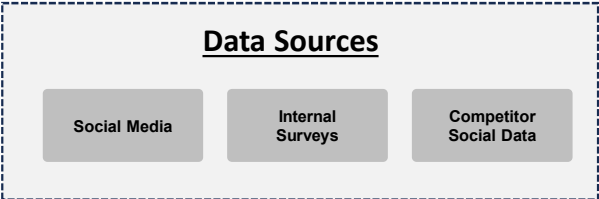
Sentiment analysis revealed that 80% of feedback was positive, primarily due to the hospital's timely response to appointment scheduling. Negative feedback centred around wait times in the emergency department, highlighting an area for immediate improvement.

PX: Patient Experience Analytics Platform

Unifying patient feedback from every touchpoint to elevate healthcare experiences

Business Objective:

PEAP aims to consolidate all patient feedback and experience data into one AI-powered platform, providing hospitals with a comprehensive understanding of patient sentiments.



Patient Experience Analytics Platform (P^X)

Organizations often struggle to **extract actionable insights** from the vast and varied feedback collected through surveys, reviews, and interactions. These insights are essential for improving patient outcomes, operational efficiency, and competitive advantage.

Hospital Name
Competitor Hospitals List

Data Sources List

- Facebook
- Twitter
- Google Reviews
- YouTube
- Google APIs

Example Scenarios



“It took 7 hours yesterday to complete the annual health check up. The system was down for an hour which is understandable. However, I had to follow up at least 4 times through the day with support desk.”



“Highly professional Doctors and medical staff. Ultrasound and mammogram technicians are superb. Very efficient and thorough Annual Care and Health Assessment with the best of the best physicians”



“The clinic arranged a colonoscopy for me and that was great. Very timely and good experience. Just today I got the results back and I know they had the results for a while as I have been calling, every time.”

Theme

Administrative Process

Overall Client Experience

Communication & Information

Sub Theme

Appointment Management

Communication & Information

Clinical Care

Staff Interactions

Assessments

Appointment Management

Administrative Process

PEAP Core Features

Upcoming Features

Sentiment

Themes & Sub Themes

Key Drivers

Reputation Score

Industry Benchmark

Patient Loyalty Score

Impact of PX on Revenue

Patient Touch Point Score

Negative Feedback Alerts

Department Scores

Competitive Intelligence

PEAP - Summary

Rainbow Children's Hospital

Rainbow Hospital receives mixed reviews, with some praising the doctors and staff for their excellent care and treatment, while others criticize the hospital for its poor billing department and high prices. Some reviewers recommend specific doctors, such as Dr. Lokesh Lingappa and Dr. PVLN Murthy, while others warn against certain doctors, such as Dr. Aparna Reddy.

Highest Positive Feedback Ratings stand for Ferny Hospitals

Rainbow Childrens Hospital's Reputation Score Increased by 0.51 points in the latest month of October in comparison to the previous month September.

Positive reviews are predominantly : Treatment and Expertise

Negative reviews are for Medical Treatment and Expertise, for Rainbow Childrens Hospital.

Gratitude is the predominantly observed emotion in social media among Rain

The majority of positive reviews have been received from Google Reviews, whereas the majority of negative reviews originate from YouTube.

DETAILED OVERVIEW

Gender: Male | Location: Toronto | Month: March | Age_Group: 50-60 | Theme: Clinical Care | Review Type: Positive

January: 68 | February: 73 | March: 77 | April: 77

10-20: 1 | 20-30: 3 | 30-40: 10 | 40-50: 3

Administrative Process...: 2 | Appointment Manage...: 1 | Clinical Care: 3

Neutral: 1 | Positive: 3

Female: 35 | Collingwood: 35

Reviews by Company

Positive: 397 (75.76%) | Negative: 127 (24.24%) | Mixed: --

Reputation Of Company: Rainbow Childrens Hospital (5.8)

Theme Reputation:

- Waiting Care and Exp...: 73
- Medical Treatment...: 72
- Facilities and Infrastr...: 70
- Waiting Time and Effi...: 69
- Doctor's Attitude and...: 47
- Costs and Billing Trans...: 44
- Hospital Cleanliness...: 40
- Front desk staff: 42
- Appointment and Sck...: 42

Company Reputation by Month and Company:

- January: 68
- February: 73
- March: 77
- April: 77
- May: 77
- June: 77
- July: 77
- August: 77
- September: 77
- October: 77

Reviews by Top 5 Emotions:

- Gratitude: 225
- Neutral: 194
- Frustration: 55
- Fry: 18
- Anger: 15

Total Reviews by Intent:

- Phone: 100
- Complaint: 79
- Critical: 60
- Recommendation: 27
- Neutral: 22

Patient Experience Analytics Platform (P^x) - Samples

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Total Reviews by Themes and Review Type

Primary Theme	Mixed	Negative	Neutral	Positive
Cost and Billing Transparency	15(4.53%)	34(10.27%)	1(0.30%)	2(0.60%)
Overall Client Experience	5(1.51%)	47(14.20%)	8(2.42%)	12(3.63%)
Patient Safety and Infection Control		8(2.42%)		
Patient Satisfaction and Experience	16(4.83%)	24(7.25%)	2(0.60%)	44(13.29%)
Quality of Medical Care	12(3.63%)	17(5.14%)		9(2.72%)
Staff Competence and Professionalism		12(3.63%)	1(0.30%)	9(2.72%)
Technology and Medical Equipment	4(1.21%)	2(0.60%)	1(0.30%)	2(0.60%)
Wait Times and Accessibility	12(3.63%)	22(6.65%)	3(0.91%)	6(1.81%)

Total Reviews by Themes

Primary Theme	Count	Percentage
Cost and Billing Transp...	52	15.21%
Overall Client Experience	72	21.75%
Patient Safety and Info...	8	2.42%
Patient Satisfaction an...		
Quality of Medical Care		
Staff Competence and ...	22	6.65%
Technology and Medica...	9	2.72%
Wait Times and Accessi...		

Total Reviews by Clinic Location

Location	Count
Toronto	1170
Oakville	351
Markham	868
Collingwood	
(Blank)	

Total Reviews by Age Group

Age Group	Count
0-10	1
10-20	1
20-30	50
30-40	70
40-50	156
50-60	182
60-70	292
70-80	117
80-90	142
90-100	159
	99
	324
	53
	38
	89

Gender Wise Review

Month	Male	Female
April	0.78%	0.78%
May	0.70%	0.67%
June	1.04%	2.55%
July	1.04%	2.55%
August	0.34%	0.20%
September	0.34%	0.20%
October	3.96%	2.44%

Top 5 Negative Themes

Theme	Count
Communication and Information	242
Appointment Management	239
Overall Client Experience	176
Clinical Care	132
Pricing and Billing	118

Top 5 Positive Themes

Theme	Count
Gratitude	225
Neutral	194
Frustration	55
Fry	18
Anger	15

DeepForrest's Social Reputation Score

In Online Reputation Management (ORM), a standardized numerical score is commonly used to assess your brand's online reputation. This metric is essential for business growth and improvement, as it helps identify areas of success and those needing further development.

The reputation score calculation aims to measure how well a company is perceived based on reviews and feedback over time.

Reputation Score is innately tied to business value, and it's proven to increase revenue, drive efficiencies that decrease costs, and improve risk mitigation.



DeepForrest's Social Reputation Score vs Others

NPS

- Net Promoter Score (NPS) was the industry standard that companies used to judge customer engagement. But it's a fairly incomplete number
- NPS is usually collected through a survey that asks one question at a single moment in time

Star Ratings

- Star ratings measure a single component of a customer's thoughts on your business
- Due to their subjective nature, a star rating does not always provide an accurate representation of sentiment from written comments

VS

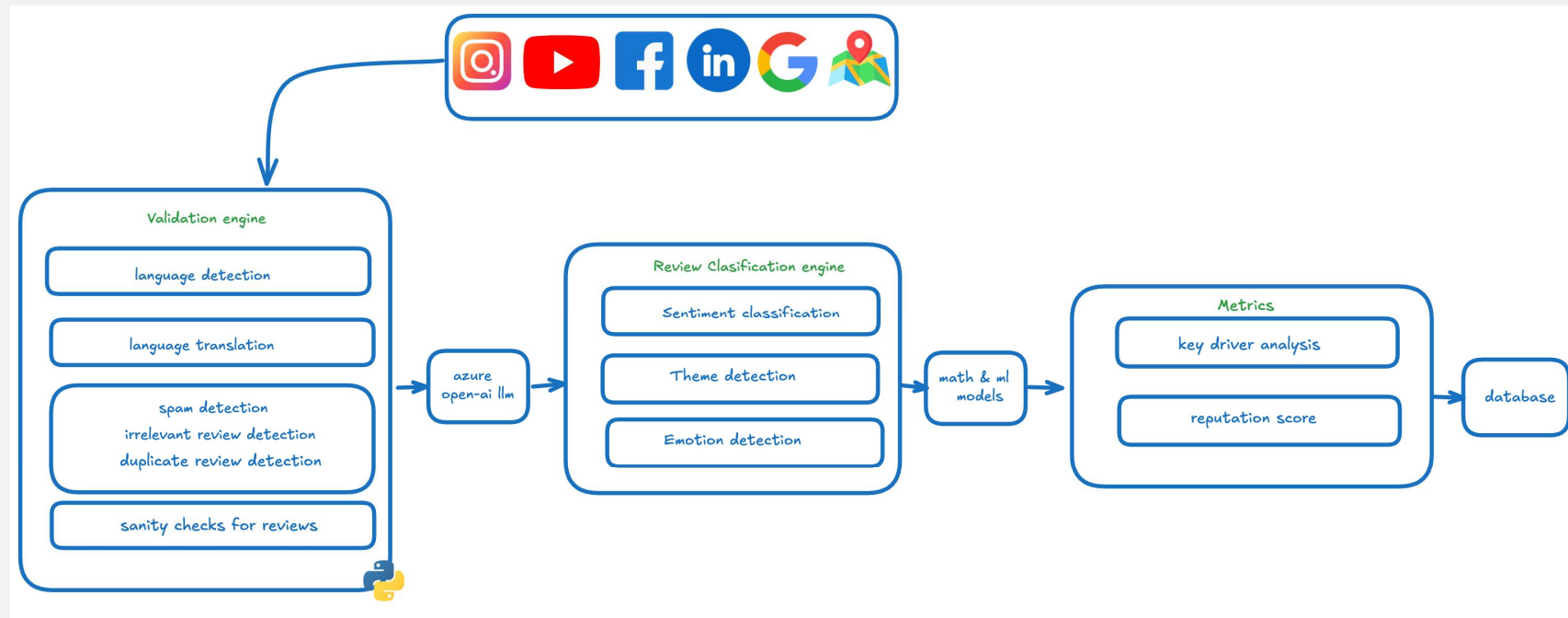
Reputation Score

- Reputation Score is a universal numerical score is a common way to gauge your brand's online reputation.
- It looks at more than one channel of feedback
- It accounts for solicited and unsolicited feedback from various sources at multiple touchpoints which allows you to see true customer sentiment

- The Reputation Score goes beyond isolated moments of feedback and instead, combine all feedback from different channels to provide the comprehensive view of your brand health and customer satisfaction levels



PEAP Flow



Ideal Customer Profile for P^X – Innovators in Patient Experience



Hospital & Health Systems

- Medium to large-sized hospitals (200+ beds)
- Urban or tier-2 locations
- Systems with low HCAHPS Scores (US market)
- Telemedicine Services



Outpatient Clinics

- Clinics with High Patient Turnover
- Specialty Centers (e.g., Oncology, Cardiology)
- Urban or tier-2 locations



Diagnostics Centers

- High patient volume (50+ patients/day for labs)
- Urban or tier-2 locations



Key Decision Makers

- **Chief Experience Officers (CXOs):** Professionals in charge of improving patient experience across the healthcare organization.

- **Chief Marketing officers (CMOs):** Professionals seeking understanding of their brand and competitor brand image and necessary data driven decision intelligence.

- **Quality Assurance Teams:** Departments looking to gather and act on patient feedback to improve service delivery.
- **Hospital Administrators:** Executives interested in maintaining a high standard of patient care to avoid churn and bad reviews.



Pain Points

- Hospitals Lacking Feedback Systems
- Declining patient satisfaction scores
- Long wait times and result delivery delays
- Lack of competitive insights
- Challenges in managing online reputation



Outcomes

- Improved HCAHPS scores / patient satisfaction ratings
- Enhanced reputation management
- Data-driven decision making
- Increased patient retention and referrals
- Streamlined operations and reduced wait times



Budget

- Willing to invest ~\$30K+ (hospitals) or \$10-15K+ (labs)
- Willingness to integrate new solutions
- Seeking ROI within 12-18 months
- Open to cloud-based solutions for real-time data processing





Thank You for Your Time

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