

CUSTOMER SPOTLIGHT



# Embracing customer feedback spurs innovation



## Results

**7% ↑**

in annual growth of revenue per customer

**30pt ↑**

in NPS

**80% ↑**

in clinic manager engagement

LUX MED  
Industry: Healthcare

**Medallia**

## SUMMARY

- Creating a culture focused on patient feedback helped LUX MED not only survive, but thrive during a pandemic.
- Leveraging Medallia allowed LUX MED to listen to and respond to feedback to innovate quickly to support care delivery.
- Medallia enables real time insights into virtual care delivery embedded into workflows of teams, which was a critical success factor for the medical provider.
- Over the past two years, clinic manager engagement with the system rose to 80%, as well as a 7% increase in annual growth of revenue per customer and NPS increasing from 36 to 66 points.

### Real-time feedback guided changes to ensure safe, quality care

LUX MED is the largest medical provider in Poland with 250 clinics, 10 hospitals, 16,000 employees and 7,000 physicians representing several dozen specialties. Creating an organizational culture based on listening to patient feedback helps the medical provider fulfill its mission to “help people live longer, healthier and happier lives.” As the COVID-19 pandemic swept across the world, LUX MED needed to use innovation to face a new reality not only to fight the spread of the virus, but also continue delivering care to all patients in the safest way possible.

During such an unprecedented time, it was critical to quickly collect feedback to learn of arising issues, the cause behind dissatisfaction and churn and understand drivers for loyalty and advocacy while

continuously innovating to provide safe, high quality care. Accelerating work on digital solutions and turning feedback into action would help LUX MED improve the patient and provider experience.

### Patient insights spurred innovation and improvements

During the early days of the pandemic, LUX MED needed a way to triage patients to follow safety protocols. The customer experience team used Medallia Conversations’ intelligent two-way SMS to text patients asking them to complete a short survey about symptoms and possible exposures. Using this information, LUX MED set up different workflows — including certain hours for COVID-19 patients who needed care for other health issues — to safely see all patients while also ensuring the safety of staff.

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People will feel better about very, very small things, and then they realize that through these small things that LUX MED cares. This shows that we are prepared to put investments behind implementing changes that improve the patient experience.

**Michael Dubno**

CX Executive, LUX MED

Medallia Text Analytics enables LUX MED to automatically categorize patient comments into topics that need to be addressed. In one example, patient feedback indicated dissatisfaction with long wait times during peak hours at a major pediatric clinic. While it’s often difficult to manage patient flow because of the unpredictability of when kids get sick or injured, the organization realized it could make the waiting experience more

tolerable by hiring someone to play with the children in the waiting room, and serving refreshments like sandwiches and fruit.

Using Medallia, LUX MED can see the correlation between satisfaction scores and higher retention of patients, and providers are encouraged to adapt to feedback and make improvements. The organization ranks the highest performing physicians related to satisfaction and asks the top 10% to share best practices with their peers, which has resulted in higher scores throughout the organization and increased patient engagement.

#### Monitoring touch points drove numbers, engagement and loyalty

By monitoring almost 20 touch points across the patient experience journey, LUX MED is changing how they are empowering patients and enabling staff to make informed decisions to innovate and make improvements. Staff across the organization, from receptionists to clinic managers, nurses, doctors and executives, regularly monitor Medallia to view patient feedback, which is driving numbers of engagement. In clinics alone, there are more than 1,000 staff who have access to Medallia, and 50% of those use it often. Over the past two years, clinic manager engagement with the system rose to 80% with the NPS increasing from 36 to 66.

Improving the patient experience ties to financial results as well. Before the customer experience

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We know that creating a culture focused on listening to patients ensures that concerns are raised and responded to in real time, which is critical to providing a great patient experience and safe, high-quality care at all times, but especially during a pandemic.

**Michael Dubno**

CX Executive, LUX MED

program was implemented, LUX MED's average revenue per customer was stable, but it now grows 7% per year.

Receiving and responding to feedback quickly has helped LUX MED improve the patient experience. A recent research study found that their patients were much happier during the pandemic than patients in Poland's National Health System that had an NPS at a level of -27%.

Learn more at [medallia.com](https://medallia.com)

## About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://medallia.com).

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