

Humanize experience feedback with video



Harness the power of video by gaining authentic, human feedback with speed and scale. While text and transcriptions are helpful, hearing and seeing patients, families, and caregivers during key moments of care delivery offers much more.

Rich with insights, video provides **6x the information** than an equivalent open text response approach. However, it has been difficult to capture, analyze, and act on these insights at scale. Until now.

Medallia LivingLens' HIPAA compliant platform allows healthcare providers to easily collect, analyze, and share video feedback so you can use insights to act on the critical needs of your patients, families, and care teams.

Faster, richer feedback in real time

With 93% of communication being “nonverbal” (55% through body language and 38% through tone of voice), video enhances the mix of direct and indirect experiences by integrating sentiment, emotions, and body language.¹

By capturing and analyzing these insights in the Medallia platform, an entire organization—from the frontline care teams to the executive team—can extract meaning to make better decisions and take action in real time.

When combined with other signals you are collecting and analyzing, LivingLens adds a deeper dimension to patient engagement.

“Images and video bring [patients] to life, helping stakeholders establish a connection with them and integrate this understanding into day-to-day activities.”

Humanize Feedback to Drive VoC
Engagement and Action
Forrester, December 2019

The Power of Video

It's How People
Communicate

82% of all consumer internet traffic will be **online videos** by 2022.²

Delivers
Richer Insights

6X **more words in video responses** compared to an open-end text response.³

Creates
Compelling Stories

59% of executives say they would rather **watch a video than read text**.⁴

¹ <https://www.lifesize.com/en/video-conferencing-blog/speaking-without-words>

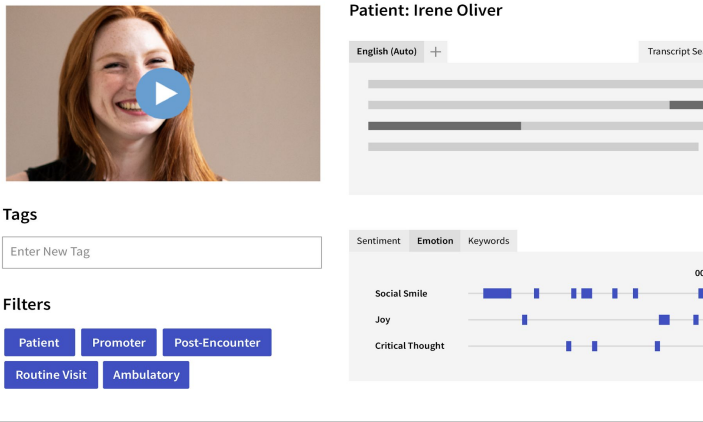
² <https://www.fiercevideo.com/video/video-will-account-for-82-all-internet-traffic-by-2022-cisco-says>

³ Dowling, Zoe and Kuegler, Stefan. “Unravelling the Mystery of the Video Respondent.” 2016

⁴ <https://seattlewebsearch.com/2017/03/executives-prefer-to-watch-video-than-read-text/>

How Medallia LivingLens' HIPAA compliant platform works

Better understand patients, families, and caregivers by adding video to their journeys and experiences.



Patient: Irene Oliver

English (Auto) + Transcript See

Tags

Enter New Tag

Filters

Patient Promoter Post-Encounter

Routine Visit Ambulatory

Sentiment Emotion Keywords

Social Smile

Joy

Critical Thought

Capture more than just words

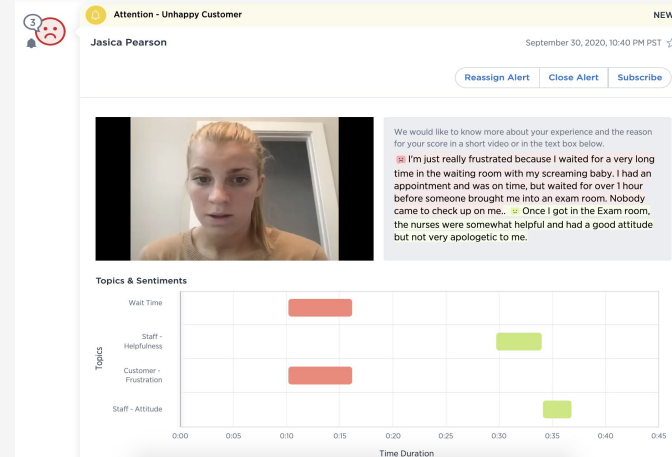
Bring emotions, sentiments, and feelings to life

- Add video to your experience program and engagement strategy to enrich patient, family, and caregiver feedback
- Seamlessly collect video feedback from all care settings including telehealth visits
- Build empathy by establishing a connection with your patients and families

Get powerful insights

Uncover what matters most

- Get deep insights with rapid, automated multilingual speech-to-text that provides transcriptions for each video
- Surface recurring topics and themes to drive continuous improvement
- Share learnings and meaningful moments with caregivers to foster better engagement with families and patients



Attention - Unhappy Customer

Jasica Pearson

September 30, 2020, 10:40 PM PST

Reassign Alert Close Alert Subscribe

We would like to know more about your experience and the reason for your score in a short video or in the text box below.

I'm just really frustrated because I waited for a very long time in the waiting room with my screaming baby. I had an appointment and was on time, but waited for over 1 hour before someone brought me into an exam room. Nobody came to check up on me. Once I got in the Exam room, the nurses were somewhat helpful and had a good attitude but not very apologetic to me.

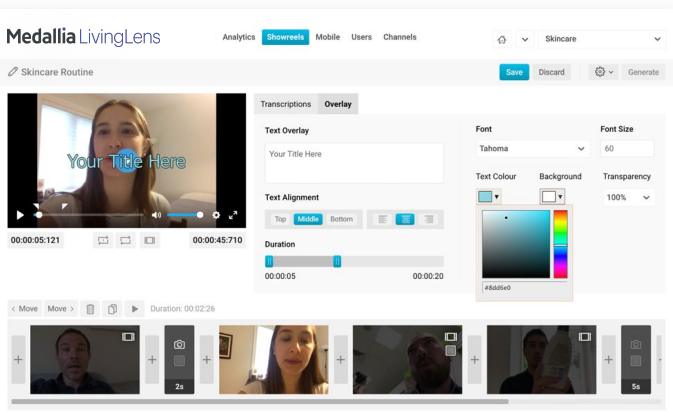
Topics & Sentiments

Topic	Start Time	End Time
Wait Time	0:10	0:15
Staff - Helpfulness	0:30	0:35
Customer - Frustration	0:10	0:15
Staff - Attitude	0:35	0:40

Make great decisions faster

Engaging stories capture hearts and move people to act

- Build empathy and strong connections with your patients, families, and care teams by humanizing feedback
- Use qualitative data to capture the attention of leaders in your organization and close the gap on experiences
- Increase executive engagement with effective video summaries that drive fast decisions and action



Medallia LivingLens

Analytics Show Alerts Mobile Users Channels

Skincare Routine

Save Discard Generate

Transcriptions Overlay

Text Overlay

Your Title Here

Font: Taboma, Font Size: 60

Text Colour: #000000, Background: #FFFFFF, Transparency: 100%

Text Alignment: Top, Middle, Bottom

Duration: 00:00:05 to 00:00:20

Move Move

Duration: 00:02:26

