



# Transforming Hearts and Minds to Create Wow Experiences

Medallia

inception  
FERTILITY™

Lisa Duran



# inception

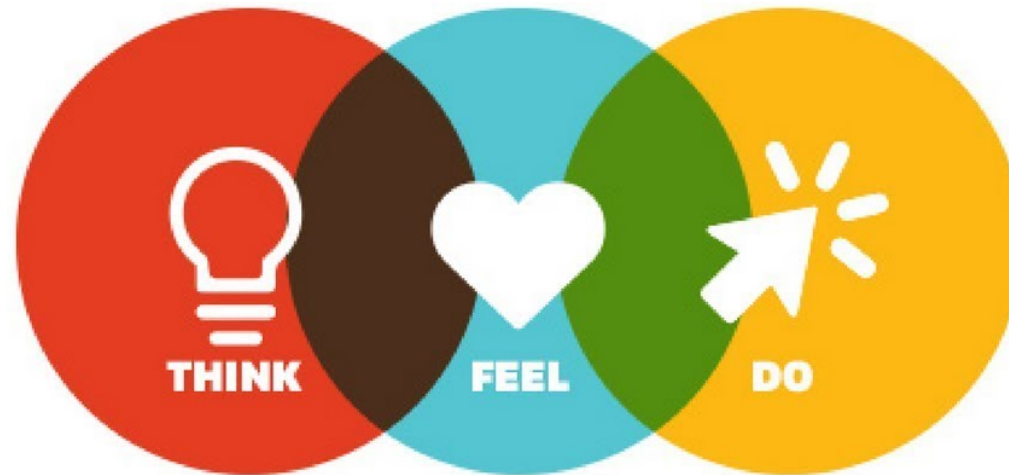


MyEggBank



## Awareness Test

# Our teams knew how to, they didn't want to





A photograph of Mickey Mouse and Minnie Mouse on a parade float. Mickey is on the left, wearing a purple and white patterned suit with a matching top hat. Minnie is on the right, wearing a bright pink dress with a large bow in her hair. They are both smiling and waving. The float has a gold-colored railing and a large wheel visible on the right. The background is a clear blue sky with some stars visible on the left. The text "We create happiness." is overlaid in a white, cursive font.

*We create  
happiness.*

- WALT DISNEY





*It's ok to be off task  
To be ON PURPOSE*



OUR PURPOSE

# Inspiring hope. Building beautiful families.

*To date, we've helped over*

1 2 5 0 0 0

*family dreams come true*

Every Position  
Impacts the  
Patient  
Experience  
and is equally  
important in  
the journey

## Know Their Impact

- Patient Facilitator/Call
  - Check in/Concierge
  - Medical Assistant
  - Ultrasonographer
  - Nurse
  - Doctor
  - Lab
  - Admin
  - Financial Advocate
- First Impression
  - First Friendly Face
  - First Point of Touch
  - Hope
  - Closest Relationship
  - Expert
  - Where the Magic Happens
  - Steers the Ship
  - Ease the Financial Burden







# our promise to each other

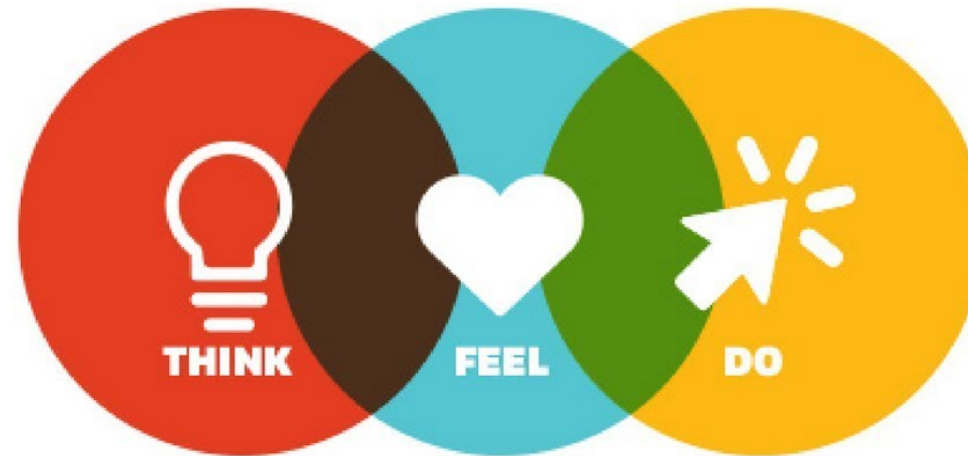
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WE BELIEVE THE BEST IN EACH OTHER • WE ARE GENUINE  
WE MAKE MISTAKES • WE ARE ALWAYS LEARNING • WE INNOVATE  
WE ARE A DRAMA-FREE ZONE • WE ENCOURAGE EACH OTHER  
WE HAVE FUN • WE ARE AT WAR WITH INFERTILITY

**WE ARE A TEAM**

*we inspire hope*

# How are we making our patient feel?





## Initial Consult

Hi Lisa,  
We are so happy you came in today, and we want to know how your first visit went.

Based on your experience today how confident are you that we at Aspire Fertility will meet your expectations of care? Text any number 0-10, 10 being the most confident.

## Initial Consult

Great! Please tell us why.

Team was so welcoming  
and I felt important to all  
of them

Thank you. How likely are  
you to continue your  
journey with us and move  
forward with next steps?  
Text any number 0-10, 10  
being the most likely.

9

10

# Four Clinics Four Weeks

35%

2400 Invitations Sent with 888 Responses

0%

Opt Out

89%

Retention from Detractors/100% Closed within  
24 Hours

8%

Response Rate of Web Survey



Saved Filters  
None

Clinic  
Aspire Dallas, Aspire Houston - Cle...

Time Period  
Current Year

Show Filters

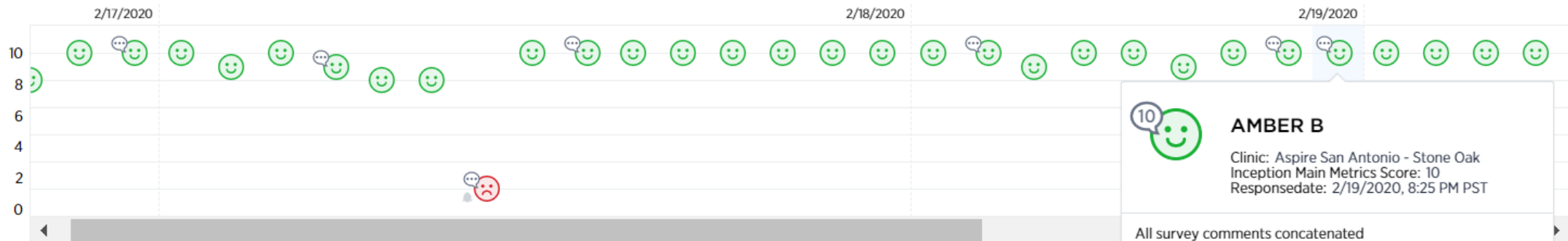
## Patient Journeys

Click on a journey to explore



How are we doing?

### Recent Survey Responses



**AMBER B**

Clinic: Aspire San Antonio - Stone Oak  
Inception Main Metrics Score: 10  
Respondedate: 2/19/2020, 8:25 PM PST

All survey comments concatenated  
Great staff, everyone was very friendly and accommodating. They answered all my questions and made me feel comfortable

Likelihood to Continue NPS

Confidence Satisfaction

Schedule Appointment


[View Details](#)

**Medallia**  
mobile

**Response**


Current Year

10




Great service, easy to understand.  
**CORTEZ, RASCHID**  
February 18, 2020 2:00 PM

8




No Comments  
**FOLEY, KELLY**  
February 18, 2020 12:40 PM

10





No Comments  
**VOSE, ELIZABETH**  
February 18, 2020 12:25 PM


10



Great customer service! Everyone was very friendly and knowledgeable.  
**BIBBS, THERESA**  
February 17, 2020 7:40 PM

Dashboard

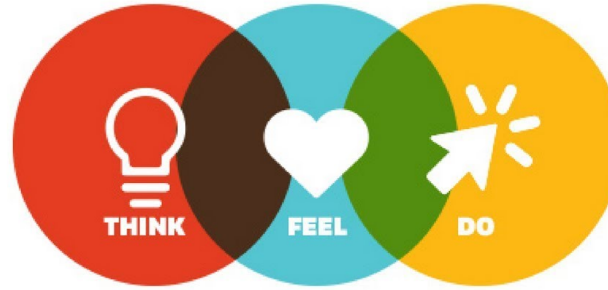
Responses

Me





# Now They Want To



- Create Your Purpose Statement
- Communicate Achievement of the Purpose
- Reinforce Their Unique Impact
- Turn the Purpose Into an Action
- Team to Create Their Promise to Each Other
- Measure How You Are Making Your Patients/Guests Feel/Real Time

