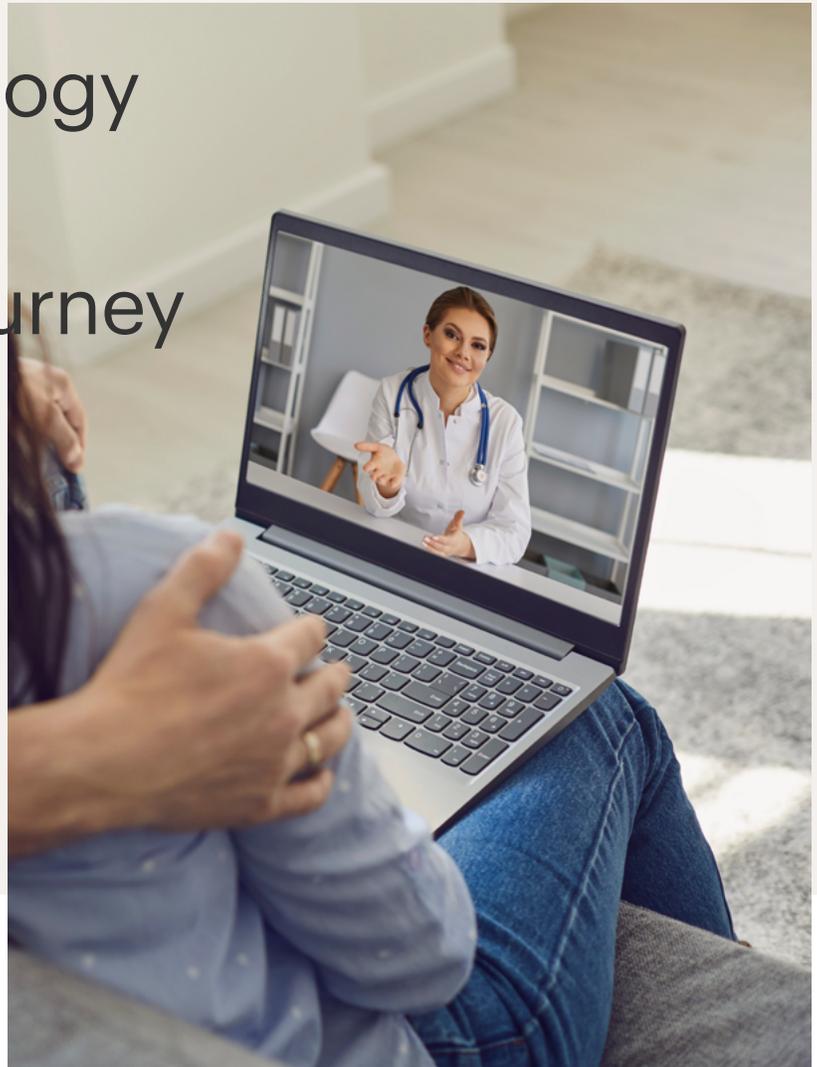


CUSTOMER SPOTLIGHT



Using technology to transform the fertility journey



Results with Medallia

37%+

average SMS response rates

89%+

of detractors retained, enabling 130 more patients to achieve the dream of having a baby

2,700+

telehealth visits & growing

THE PRELUDE NETWORK
Industry: Healthcare

Medallia

SUMMARY

- Laser-focused on patient experience, The Prelude Network is the largest single provider of fertility services in the USA.
- The Prelude Network saw an opportunity to engage clients during the “moments that matter” to better understand the patient journey.
- The Prelude Network partnered with Medallia so they could use the voice of the patient to deliver a customer-centric culture that provides a consistent and personalized service across all clinics.
- By sending SMS surveys 15 minutes after the interaction, The Prelude Network is now able to address process improvements in real time, providing an exceptional patient experience.

Challenge

The Prelude Network was founded with an ambitious goal of improving the way patients experience the journey of infertility. When patients visit a Prelude Network clinic, they can count on a team that demonstrates they are the ONE place that understands. The Prelude Network employs over 1,200 team members across their 28 locations to support the success of over 125,000 babies born.

As The Prelude Network has grown, so has the need to ensure that every individual/couple has a consistent, personalized experience. Patients want an easy and intuitive way to engage with providers, and without the ability to act on real-time feedback, The Prelude Network did not have a seamless way to engage with patients and amplify their voices. The Prelude Network realized that automating the feedback-to-review process would help increase their social presence, supporting the ultimate goal to help others in their fertility journey. The Prelude Network realized that leveraging technology would help ensure that they are continuously listening to their patients, taking action, and providing exceptional experiences.

Action

From the beginning, The Prelude Network approached patient experience differently. They hired a Chief Experience Officer, who helped define the culture of inspiring hope for their families while empowering every employee to influence the patient journey. Although each patient’s journey is unique, some of the touchpoints along the journey include: Scheduling, Initial Consult, Financial Consult, Retrieval, and Graduation.

While these touchpoints could be addressed on an individual basis, it becomes unscalable when solving across 30,000 IVF cycles administered annually. By using Medallia™, with services support from Excers, they now have the ability to aggregate the data and can identify key areas of improvement from the feedback that they receive.

By establishing automated workflows and integrations with different Electronic Medical Record systems,

The Prelude Network sends out a text message to request feedback within 15 minutes following a patient visit. Some of the questions that are included are:

- **How confident do you feel with the care you are receiving?**
- **How likely are you going to continue?**

Answers to the survey determine the next set of actions, and Medallia’s advanced conditioning and logic allow for automated alerts to be sent for follow up. Patients who respond unfavorably to the survey are followed up with a personal phone call from the Practice Administrator within 24 hours.

To support automated review generation efforts, The Prelude Network uses Medallia Promote to give patients the option to promote their feedback responses to Google, driving greater volume and more frequent reviews.

Impact

Partnering with Medallia helps The Prelude Network “put patient experience first in everything we do. It allows us to celebrate wins and quickly identify deficiencies”, according to Lisa Duran, Chief Experience Officer. Now, The Prelude Network knows exactly how each patient feels during the course of their journey and they have the opportunity to identify and address process improvements in real time. In addition, “recognition alerts” are sent out to employees who receive positive feedback.

After implementing Medallia’s Conversations to engage in two-way communication, The Prelude Network is able to close the loop with 100% of their patients within 24 hours. By sending SMS surveys 15 minutes after the interaction, The Prelude Network is now able to address process improvements in real time, which has enabled them to receive an average 37% SMS response rate, compared to a .03% response rate using a one time market research study. The company has also been able to retain 89% of their detractors, which has enabled 130 more patients to achieve their dream of having a baby.

Leveraging the Medallia platform, The Prelude Network also was able to respond quickly to the COVID-19 pandemic by adding a listening post after telehealth interactions. They engaged frontline providers directly with feedback from more than 2,700 telehealth visits to ensure patients received an outstanding experience.

With Medallia, The Prelude Network is capitalizing on what matters most to them - ease of doing business, delivering a personalized and empathetic experience, and leveraging technology to increase access to care.

“

Partnering with Medallia has allowed us to really understand how we are making our patients feel after every touchpoint. It has allowed us to provide a much more customized experience. I only wish we would have engaged them sooner.”

Lisa Duran

Chief Experience Officer,
The Prelude Network

Request a demo at 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).