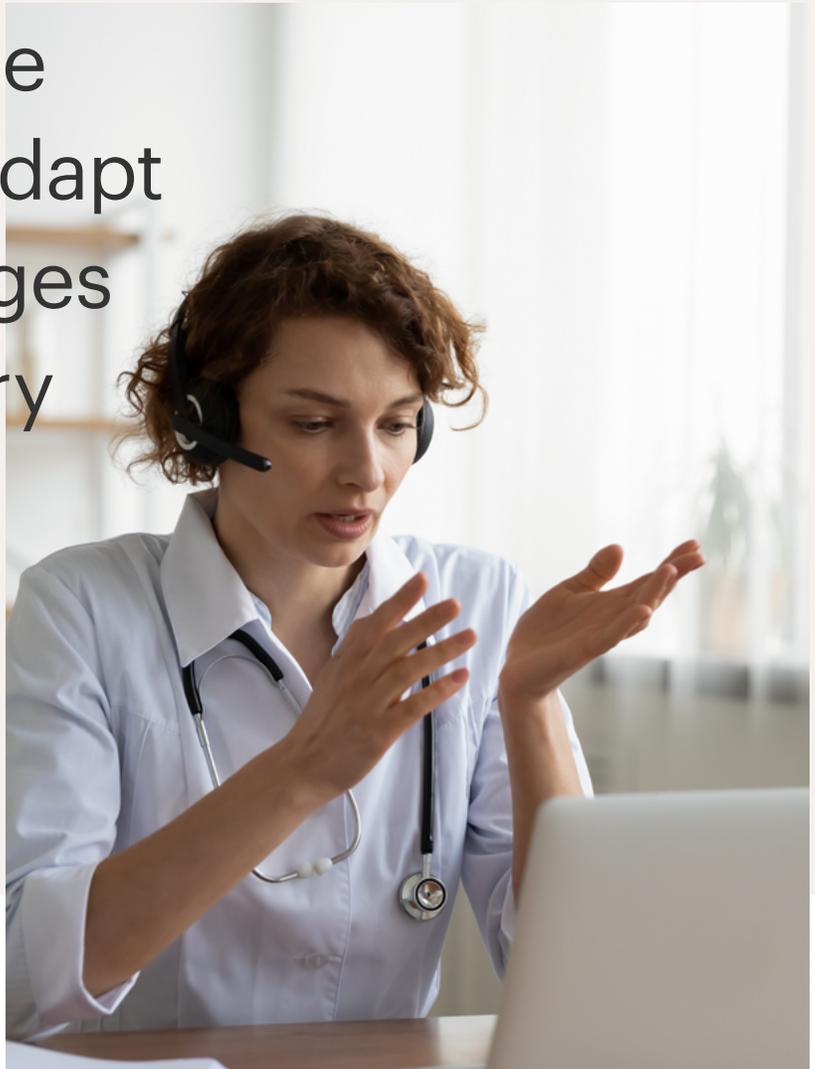


CUSTOMER SPOTLIGHT



Using real-time feedback to adapt to rapid changes in care delivery



Results with Medallia

3,000+

providers trained on delivering effective virtual visits

400+

telehealth visits every 30 mins

60%+

of employees logging into Medallia are frontline providers

ATRIUM HEALTH
Industry: Healthcare

Medallia

SUMMARY

- Atrium Health manages over 5 million annual patient visits with a strong patient experience approach for driving better processes and outcomes.
- Atrium Health, like other healthcare providers, had to implement a massive shift in their way of working due to the COVID-19 pandemic.
- In-person visits saw an 80% reduction while virtual visits were rapidly scaled up from fewer than 450 per week to more than 23,000 per week, an increase of more than 50x.
- Used real-time feedback on telehealth visits to make agile improvements across multiple teams, maintaining a virtual visit Net Promoter Score® (NPS) above 70 and overall NPS above 80.

Challenge

Atrium Health is a not-for-profit hospital network with more than 3,000 physicians and 65,000 teammates overall, serving patients in 44 hospitals and more than 30 urgent care centers in the southeastern United States. Atrium Health manages more than 5 million annual patient visits with a strong patient experience approach for driving better processes and outcomes. Real-time feedback has been a vital source of insight as the organization navigated a rapidly changing environment for care delivery. Every teammate, from the frontline clinician to the executive team, was able to hear directly from patients to address their rapidly changing needs and make appropriate adjustments to internal training and processes.

As with many healthcare organizations, COVID-19 forced Atrium Health to quickly scale its virtual care delivery. The way those patient visits happen shifted dramatically in March 2020. In-person visits saw an 80% reduction while virtual visits were rapidly scaled up from fewer than 450 per week to more than 23,000 per week, an increase of more than 50x. The teams at Atrium Health had to make this change happen over two weeks in late March, as well as stand up a virtual hospital that could care for patients with COVID-19. To ensure they are providing an exceptional experience for their patients, Atrium Health leveraged Medallia to receive actionable feedback in real time.

Action

One of the keys to their success with the telehealth rollout was real-time feedback about provider visits, embedded into the day-to-day workflows of teams at every level. With 40% of their business shifting to telehealth, this allowed them to adjust to changes quickly, by leveraging continuous feedback through Medallia to drive an agile learning and improvement process.

The frontline providers (doctors, nurse practitioners, and physician assistants) were key to this. Every provider had access to feedback in the Medallia system from the specific patients they care for. As soon as they pivoted to telehealth visits, the providers were getting feedback on things like:

- **How are you doing on camera?**
- **How are you doing in your communication?**
- **Are you using the technology effectively?**

Even though providers were very busy during this time, reviewing feedback became part of their routine. In fact, across the Atrium Health organization, 60% of the employees using Medallia are frontline providers who have logged in over 20,000 times.

In addition to using feedback to adjust behaviors and processes, providers were encouraged to respond directly to patient feedback. Atrium Health used this data to identify a correlation between providers responding to feedback and higher patient satisfaction.

Impact

Following the initial rollout, the company implemented several rounds of improvements and adjustments. Within the first couple of weeks, the performance improvement team rolled out new training for frontline providers on how to deliver effective virtual visits. This “Virtual Experience Enhancements” training was created in response to providers who asked how they could drive improvement.

Other centralized teams also made enhancements. Since so many patients now have experienced a virtual appointment, Atrium Health began asking them proactively about their preferences for future visits, and storing those preferences with the patient profile in their CRM system.

The performance improvement team used Medallia’s Text Analytics to understand and share how gender, language, race, and age impacted different modes of care delivery, so clinicians could make necessary adjustments. To reinforce all of the great work that was happening, Atrium Health’s leadership team used the Medallia Voices mobile app to identify feedback about exceptional care experiences and personally recognize the relevant teammates for their impact.

Atrium Health navigated all of these changes while maintaining high levels of patient satisfaction, even for virtual visits. By using real-time feedback on telehealth visits to make agile improvements across multiple teams, Atrium Health maintained best-in-class levels of patient satisfaction and advocacy. Throughout the changes, their virtual visit NPS remained above 70 and overall NPS was above 80.

“

Capturing real-time signals from patients and consumers regarding their telehealth visits enables us to enhance the patient experience and deliver optimal care.”

Tom Laymon

Senior Vice President and Chief of Care Delivery Operations
Atrium Health

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).

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