Banner Health

Self-service capabilities drive speed and flexibility to improve the patient experience

BANNER HEALTH
Industry: Healthcare

Results

<90 days
to activate a
robust program

40%↑
in engagement

4,400+
providers
leveraging data

Medallia

SUMMARY

- In a rapidly changing healthcare environment, Banner Health needed the ability to quickly respond to customer feedback.

- Banner leverage's Medallia Admin Suite to create and make changes that will influence behaviors and actions to enhance and differentiate the customer experience.

- The easy-to-use platform led to a sevenfold increase in the number of end users, including 4,400+ providers who now have access to patient experience insights.

- Tools based on best practices are helping Banner transform the patient experience, improve end user engagement and distinguish itself from competitors by keeping staff engaged and making healthcare easier for patients.

Quicker responses to feedback spur service improvements

Banner Health is one of the largest nonprofit health care systems in the U.S. with operations in six states. The system owns and operates 30 hospitals, an insurance network, academic and employed physician groups, and other services including family clinics, pharmacies, outpatient surgery centers, Banner Imaging, Banner Telehealth and Banner Urgent Care. The organization's mission is to make healthcare easier so life can be better. Banner prides itself on constantly improving how patients navigate a complex system across all touchpoints of engagement during what can be the most stressful times of their lives. This focus on transforming the patient experience drives business decisions, so the ability to access, process and address patient feedback in real time is essential, especially during a challenging pandemic.

Improving the patient experience is increasingly important to Banner Health because it's the right thing to do for patients. They are taking learnings from excellent customer service programs in other industries and leveraging those tactics to evolve their own process based on what patients are telling them they want and need. Focusing on improving the overall experience is also a way for Banner to differentiate itself from competitors. This commitment is demonstrated through the work of the customer research team, which is responsible for voice of the customer listening programs throughout the organization. This team centralizes and analyzes feedback and data, identifies metrics to track and ensures those are linked to business outcomes, sharing insights from patients with different departments throughout the health system.

> "
> The increased understanding and responsiveness to our internal customers improves the end-user experience and helps grow our stakeholder relationships across the organization, making it easier for us to create better care experiences and better health outcomes.

Bill Mauro

Customer Research Senior Consultant
Banner Health

To support Banner's transformation, the customer research team needed the flexibility and speed to make changes to feedback platforms quickly, so they could get data into the hands of key decision makers to initiate behavior changes and actions that could improve the patient experience.

Self-service capabilities contribute to speed and agility

What started as a digital initiative — capturing feedback from patients interacting on Banner's website — turned into a comprehensive program geared toward improving the patient experience journey across all touchpoints, including the website, call center, urgent care, occupational health, imaging locations, and clinics and hospitals.

Banner began using Medallia Admin Suite to provide the organization with the speed and agility they need to administer the patient experience program. Banner began with a hybrid approach, allowing internal administrators to use self-service to make changes, with expertise from Excers, their service delivery partner. Using Admin Suite, the team can create their own feedback forms and reports from scratch, and modify existing surveys, integrating survey responses from other patient information for a one-stop view of the patient.

A self-service hybrid model is an improvement over a vendor outsourced model since team members with business knowledge can work simultaneously with Medallia's experts.

Accelerated feedback transforms the patient experience

Self-service capabilities have allowed Banner to receive and respond to customer feedback quickly, helping define and improve patient experience strategies. Data is simplified and automated for the different departments within the health system so team members can access feedback and reports independently, versus waiting on someone from the customer research team to provide those details, freeing up the customer research team's time to work on strategic projects. The automated service recovery allows alerts for getting feedback to the right team and is easy to use and intuitive for end users, offering flexibility in setups, and timing and alert ownership, which is essential for health systems with different care settings.

Banner experienced a 40% increase in engagement in usage with end users who find the applications easy and intuitive to use. This has led to a significant increase in stakeholder buy-in and participation in the customer experience program. The number of users accessing and using the data has increased sevenfold, including the addition of 4,400 providers. This has opened doors to

> "
> The self-service hybrid model provides our team the opportunity to take an entrepreneurial approach to the growth of the customer experience program at Banner Health. The flexibility and speed that Admin Suite provides empowers our team to take a hands-on approach, which helps us quickly understand our customers' wants and needs.
>
> **Bill Mauro**
> Customer Research Senior Consultant, Banner Health

new understandings of business processes and reporting enhancements that were previously considered not possible.

More Banner leaders are accessing data and insights into how teams are interacting with and responding to patients. Getting the right data to the right people accelerates decision making and process improvements. In one example, the customer research team is now working closely with Emergency Department leaders as they develop new workflows for nurses during patient check-in.

In a world where customer-obsessed companies thrive, Banner Health is using Admin Suite to get feedback quickly, driving behavior changes and actions to improve the healthcare experience.

> "
> The ability to easily access and review patient feedback empowers team members to meet the challenge of providing an exceptional patient experience while creating a culture of ownership and teamwork.
>
> **Kara Mayeaux**
> Senior Director Operations, Banner Imaging

Learn more 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.

Medallia