

# Medallia



## Delivering Quality Care, Satisfaction, and Better Experiences to All Patients

“The added depth of Patient Experience insight we have gained since moving to Medallia has allowed us to create meaningful, measurable changes to both our internal and patient-facing business operations”

STEVE RUVOLO,  
Senior Product Manager, Clinical Applications

### CUSTOMER AT-A-GLANCE

- Largest fertility network in North America
- 2400 employees
- 39 centers
- 153 locations across 32 states

### CHALLENGES

- Inability to measure patient loyalty, limited to patient satisfaction only
- Low survey response rates
- Difficult for frontline employees to act on patient experience data due to lack of real-time feedback

### SOLUTION

Medallia Experience Cloud



## ABOUT INTEGRAMED

Driven by an unrelenting patient-first ethos, for 35 years, IntegraMed is dedicated to its core purpose: Fulfilling Dreams of Family. The vision is to become the global leader in fertility through patient care, team, and performance, driven by its network of 39 independently-branded centers spread across 153 locations throughout the US and Canada. IntegraMed Fertility supports its provider networks with a range of services that include clinical and business information systems, marketing and sales, facilities and operations management, finance and accounting, human resources, legal, risk management, quality assurance, and fertility treatment financing programs.

## BACKGROUND

Before switching to Medallia, IntegraMed had been using a patient survey vendor to capture post-encounter patient feedback. However, the overall success, effectiveness, and adoption of the program were weak. The business challenges IntegraMed faced were:

- Lack of real-time data, which is critical for service recovery. Staff was not empowered to take immediate actions to correct poor experiences.
- Inability to measure important metrics such as whether patients planned to seek care with IntegraMed or their willingness to recommend IntegraMed to others. The previous program was limited to one metric only, which was overall patient satisfaction.
- Low response rates resulting from lengthy and cumbersome surveys.
- Due to the lag in receiving patient feedback, engagement with patient feedback was low. This delay meant that IntegraMed was not able to democratize patient feedback throughout their organization and weave it into their daily operating rhythm.

## ACTION/SOLUTION

The management team set out to achieve the following three objectives with Medallia Experience Cloud:

**Objective 1:** Drive strategy and business decisions based on real-time, direct customer feedback and experience data.

**Objective 2:** Implement NPS as the core metric across their clinics to measure patient loyalty.

**Objective 3:** Increase feedback response rates, driven by redesigned surveys targeting a 2 to 3 minute completion time.

IntegraMed went live in April 2017 and focused their patient experience program on two key touchpoints, one for initial consultations and the other for treatment appointments. Since the initial launch, IntegraMed has further extended its program to address additional customer touchpoints and rolled out capabilities. They are:

**Closed-Loop Feedback/Service Recovery:** For each customer response that contained a score of 6 or less, Medallia generates a "Dissatisfied Patient" alert and routes the alert to designated practice personnel to intercept the patient in real-time, provide issue resolution, and ultimately garner patient retention.

**Promote/Review Solicitation:** IntegraMed uses Medallia Promote to include an option that prompts patients to leave an online review. Reviews can be given on either Google or Healthgrades. As a result, IntegraMed has increased both social scores and volume of reviews.

**Financial Counseling Survey:** Using patient feedback, employees at IntegraMed were able to identify and prioritize process improvements within the Financial Counseling touchpoint, which the initial survey helped them identify as a critical touchpoint.

## RESULTS/IMPACT

Since launching the program in April 2017, they have seen the following benefits:

### Impact of Listening to Patients at scale, in real-time

- ✓ Upward trends were seen in two core metrics, including
  - Likelihood to recommend based on experience with the physician **increased by 6%**
  - Likelihood to recommend based on overall appointment experience **increased by 10%**
- ✓ **18% decrease** in the average time to close an alert, from adopting Medallia's automated service-recovery functionality
- ✓ Overall NPS **increased by 7 points**
- ✓ Financial Counseling survey satisfaction scores **increased by 14 points** in two months

### CX Program Improvements

- ✓ **4% increase** in online review volume for each practice using Medallia Promote
- ✓ Survey response rates increased from 10% (with a previous vendor) **to more than 25%** with Medallia
- ✓ 43% of all IntegraMed employees log into Medallia daily to consume and take action on patient feedback, which is **10% higher** than that of similar companies running customer experience programs

*Data provided by IntegraMed*

## About Medallia

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. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers, and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. Medallia has offices worldwide, including Silicon Valley, Buenos Aires, London, New York, Tel Aviv and McLean, Virginia. Learn more at [www.medallia.com](http://www.medallia.com).

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