

RKM Hospital ED Advocate

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Hospital ED Advocates

How to transform patients into advocates to achieve profitable growth.

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Listen to your patients; drive hospital success

The Hospital ED Advocate report provides the definitive detailed action plan of what hospitals can do to transform more of their patients into advocates in order to improve their financial performance. More specifically, hospitals should embrace the opportunity that their emergency departments create for them as a whole. While it may be an unfortunate reality that emergency departments lag in financial performance, they also serve as a primary gateway to other hospital services. In other words, a patient's experience in the emergency room will either serve to strengthen or erode the overall patient-hospital relationship. Their experiences will decide what they say about your hospital, and what they say about your hospital either brings in new patients... or drives them away.

The following excerpts represent only a small proportion of the total wealth of insight available in the full Hospital ED Advocate report.

...Fifty-five percent of patients surveyed reported that they first found out about their current primary care physician (PCP) from an informal social contact, such as a friend or family member. An additional 24 percent first found out about their PCP through a formal social contact, such as a physician referral service or another medical service provider. Only 21 percent of Americans are channeled to their current PCP through an impersonal source, such as advertising, marketing or a telephone directory...

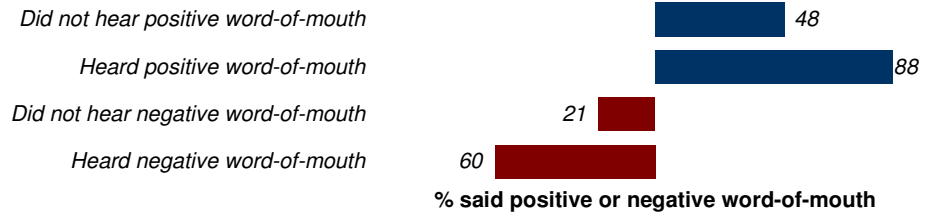
...Word-of-mouth also has an enormous impact on patient loyalty. Fifty-seven percent of ED patients exposed to positive word-of-mouth said that they strongly prefer to use the hospital again for ED services, compared to 29 percent of patients who did not hear any positive word-of-mouth. Fifty-four percent of ED patients exposed to positive word-of-mouth said that they strongly prefer to use the hospital again for *additional services*, compared to 30 percent of patients who did not hear any positive word-of-mouth.

Impact of word-of-mouth on share-of-services



...Word-of-mouth is a feedback loop. Patients who hear positive word-of-mouth spread more positive word-of-mouth. As a consequence, the people they talk to are more likely to spread positive word-of-mouth as well, and the buzz in the market just keeps amplifying. But manage to prevent negative word-of-mouth as well; patients who hear negative word-of-mouth spread negative word-of-mouth too...

Impact of word-of-mouth on word-of-mouth



...Among patients who heard seven or more positive things about a hospital, 52 percent are devoted Advocates for that hospital. Among patients who heard no positive things, only 17 percent are devoted advocates and 42 percent are indifferent and in danger of becoming detractors. Patients with high Hospital ED Advocate scores will use their hospital in the future, use it for additional services, recommend its products and services to people they know, and say many positive things and no negative things about it...

The Hospital ED Advocate report evaluates a comprehensive list of over 30 ED touch points and specifically tells you which touch points drive advocacy. Imagine you've been spending hundreds of thousands of dollars upgrading your waiting room instead of improving the coordination of care. Are your dollars having their greatest impact? You won't know unless you understand the exact drivers of patient advocacy. Are courteous and helpful nurses more important than convenient and available parking? The Hospital ED Advocate answers these questions directly, outlining in detail the precise elements of each patient interaction you need to improve in order to succeed.

To purchase the full report, visit www.insightcafe.com or please call or e-mail

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