



Becoming the market leader in premium hospital care

When this major hospital group wanted to become the nation's leading healthcare provider, it needed more than patient satisfaction scores to guide the way forward. The opinions and perceptions of its specialist doctors would offer the best insights on enriching the quality of patient care. An online survey would facilitate the process.

The challenge

The client's ultimate objective was to become South Africa's top private hospital group. To achieve this, they needed to understand the requirements of specialist doctors, identify ways to enrich patient care, and create a forum for ongoing communication between doctors, medical staff and hospital management.

Our involvement

Achievement Awards Group developed a customised survey using the eValue® Online Strategic Management Survey tool.

- Based on a series of strategic goals related to quality and service standards, mapped out every patient's touch point and key driver
- Expanded this information into a comprehensive 300-point survey
- Included the entire hospital network supply chain in the review including administration, nursing, medical and general facilities, wards, pharmacy and head office operations
- Distributed the survey online to over 1 700 specialist doctors with questions tailored for relevance to individual practice areas
- Monitored participation as the survey was in progress, allowing management to prompt and incentivise responses
- Developed reports filtered by regions, hospitals and specialities
- Conducted further statistical and key driver analysis to facilitate national statistics, historic trends and future targets

Results

- **1 053** surveys completed.
- **60%** response rate far exceeded client's previous survey results.
- Strong response rate due in large part to surveys tailored by practice areas.
- Hospital management promptly responded to doctor feedback with specific action plans.
- Market leadership target achieved over the ensuing two years.

Vital statistics

Product category:
eValue® Strategic
Organisational Survey

Number of participants:
1 000 - 10 000