



CUSTOMER EXPERIENCE IN MEDICAL DEVICES: DIFFERENCE BETWEEN HCP AND PATIENTS EXPERIENCE

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INTRODUCTION

Measuring customer experience is embedded in most health-care companies to support strategic and tactical changes and improve overall financial goals.¹ Traditionally the health care professional (HCP) was seen as the primary customer, but in the recent years patient experience has gained attention in research on quality of care.^{2,3} Patients find themselves increasingly involved in assessing the quality of care as ‘health-care consumers’: How do they themselves perceive the quality of the care they received? Previous research also indicates that improving patient experience has a positive effect on health-care organization profitability.⁴

Therefore it seems important to understand the experience drivers from both the HCPs and patients. Health-care companies could benefit since they can understand and focus on overlapping value drivers. This research will focus on the benefits of including patients in customer experience research and will highlight the differences and commonalities of value drivers between HCPs and patients.

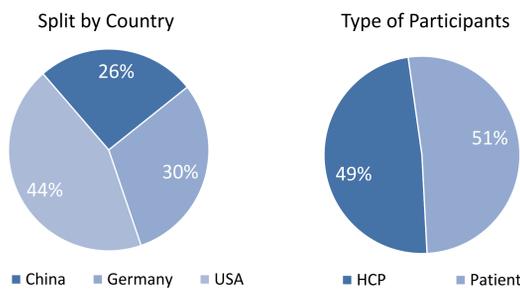


Figure 1. Distribution of participants by country

Figure 2. Distribution of participants by type

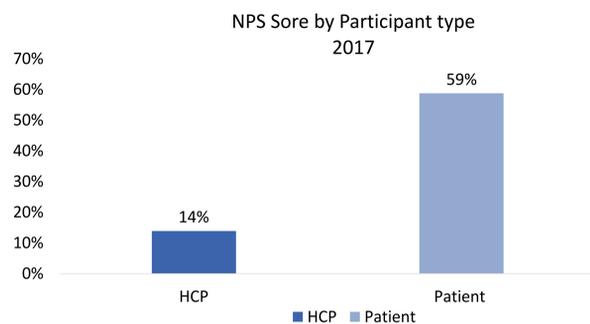


Figure 3. Overall NPS by year by participant type

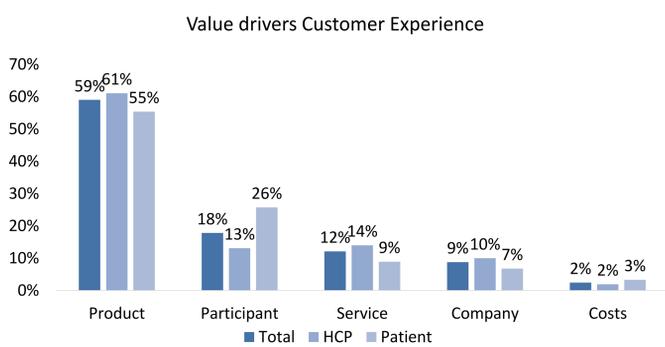


Figure 4. Main value drivers in total and by participant type

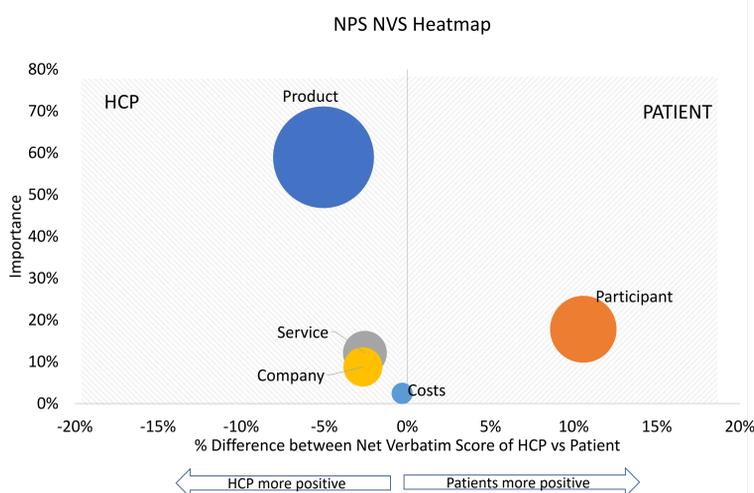


Figure 5. Difference between Importance and % difference between Net Verbatim Score between HCP and Patient by Value Driver

METHODOLOGY

A cross sectional study was performed to measure customer experience of HCP and Patients in implanting and receiving an implantable hearing aid (Cochlear Implant). The study was performed in the US, Germany and China in 2012 and repeated in 2017. HCP and patients were recruited and interviewed via telephone and/or patient organizations.

For measurement of customer experience the Net Promoter Score⁵ (NPS) methodology (scale 0-10) was used. To understand the experience drivers an additional qualitative question was added; “Why do you give this score?”. The NPS score was calculated based on the rating and segmenting respondents in Detractors (score 0-6), Passives (score 7-8) and Promoters (score 9-10). NPS score is the % of Promoters - % of Detractors. Results of the open-ended questions were coded as verbatims and bucketed.

RESULTS

In total N=1373 participants were included. A regional split of 26% China, 30% Germany and 44% USA was achieved (N=353, N=418, N=602) (figure 1), with respectively 49% HCPs (N=667) and 51% Patients (N=706). (figure 2)

Overall NPS score

In 2017 there was a difference between NPS score between HCP and Patients of 35%. NPS score HCPs was 14% versus 59% NPS score for Patients. (figure 3)

Value Drivers

Overall a grouped analysis of the counted verbatims indicate 5 main customer experience drivers. Both HCPs and Patients score Product items the most (61%, 55%) important. However, if we look to Participant related quotes (e.g. quality of life, fits my needs) we see Patients score a this with 50% higher importance versus HCPs (e.g. familiarity, ease of surgery,) (26%, 13%). HCPs, in comparison to Patients, are more driven by the drivers Service (14%, 9%) and Company (10%, 7%). (figure 4)

Net Verbatim Score

The value drivers reveal what elements are driving respondents to give a certain score. However, these value drivers are both positive and negative verbatims. By deducting the negative from positive verbatims we can construct the Net Verbatim Score (NVS). We can visually represent the importance of the value driver versus the % difference between NVS of HCPs versus Patients. For HCPs we see a positive NVS for Product but a gap in Participants. For Patients we see a strong differentiation to the value driver Participant. (figure 5)

CONCLUSION

Understanding customer experience for HCPs and Patients can reveal both overlapping and differentiating value drivers. By understanding both groups, health care companies could focus on overlapping value drivers to make sure to increase customer experience in both groups and additionally develop specific customer group strategies.

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