

# € TRAINING

How to measure Patient and Customer  
satisfaction



16 - 27 September 2024  
Casablanca (Morocco)  
New Hotel



# How to measure Patient and Customer satisfaction

REF: V2330 DATE: 16 - 27 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 Euro

## Introduction:

This comprehensive training program is designed to equip participants with the necessary skills and knowledge to effectively measure and analyze patient or customer satisfaction within various healthcare or business settings. In today's competitive landscape, understanding and addressing the needs and preferences of patients or customers are essential for maintaining success and growth.

## Program Objectives:

At the end of this program the participants will be able to:

- Understand the importance of patient/customer satisfaction in healthcare/business contexts and Learn various methods and techniques to measure it.
- Gain proficiency in designing surveys and feedback mechanisms to collect relevant data.
- Analyze and interpret satisfaction data to identify areas for improvement.
- Develop strategies to enhance patient/customer experience and loyalty.
- Explore best practices for effective communication and rapport-building with patients/customers.
- Apply statistical tools and software for data analysis related to satisfaction measurement.

## Targeted Audience:

- Healthcare professionals, including doctors, nurses, and administrators.
- Customer service managers and representatives.
- Business owners and managers aiming to enhance customer satisfaction.
- Quality improvement professionals in both healthcare and business sectors.
- Researchers and analysts interested in understanding satisfaction metrics.

## Program Outlines:

### Unit 1:

#### Introduction to Patient/Customer Satisfaction:

- Importance of satisfaction in healthcare/business.

- Relationship between satisfaction, loyalty, and organizational success.

## Unit 2:

### Types of Satisfaction Measurement:

- Exploring different dimensions of satisfaction.
- Overview of quantitative and qualitative measurement approaches.

## Unit 3:

### Designing Effective Surveys:

- Crafting relevant and unbiased survey questions.
- Structuring surveys for maximum response rates.

## Unit 4:

### Collecting and Gathering Data:

- Implementing surveys and feedback mechanisms.
- Ethical considerations in data collection.

## Unit 5:

### Data Analysis Basics:

- Introduction to statistical analysis for satisfaction data.
- Interpreting basic metrics: mean, median, mode, etc.

## Unit 6:

### Advanced Data Analysis:

- Correlation and regression analysis for satisfaction improvement.
- Utilizing software tools for efficient analysis.

## Unit 7:

### Actionable Insights from Data:

- Translating data into actionable strategies.
- Identifying strengths and weaknesses in satisfaction factors.

## Unit 8:

### Communication and Relationship Building

- Effective communication skills for positive patient/customer interactions.
- Building lasting relationships through empathy and active listening.

## Unit 9:

### Implementing Changes for Improvement:

- Developing improvement plans based on analysis.
- Overcoming challenges in implementing changes.

## Unit 10:

### Future Trends and Continuous Improvement:

- Exploring evolving trends in patient/customer satisfaction.
- Establishing a culture of continuous improvement.