€TRAINING

How to measure Patient and Customer satisfaction

24 February -
7 March 2025
Bangkok (Thailand)

How to measure Patient and Customer satisfaction

REF: V2330 DATE: 24 February - 7 March 2025 Venue: Bangkok (Thailand) - Fee: 11835 Euro

Introduction:

This 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:

- Evaluate the impact of patient/customer satisfaction on loyalty and organizational success.

- Design and implement effective surveys to measure satisfaction accurately.

- Analyze satisfaction data using statistical methods to derive actionable insights.

- Develop strategies to enhance patient/customer experience based on data findings.

- Foster a culture of continuous improvement in satisfaction practices.

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.

Program Outlines:

Unit 1:

Introduction to Patient/Customer Satisfaction:

- Importance of satisfaction in healthcare/business.

- Relationship between satisfaction, loyalty, and organizational success.

- Key drivers of patient/customer satisfaction.

- Impact of satisfaction on reputation and referrals.

- Strategies for measuring satisfaction effectively.

Unit 2:

Types of Satisfaction Measurement:

- Exploring different dimensions of satisfaction.

- Overview of quantitative and qualitative measurement approaches.

- Understanding customer feedback channels.

- Evaluating standardized measurement tools.

- Comparing internal vs. external satisfaction benchmarks.

Unit 3:

Designing Effective Surveys:

- Techniques for crafting relevant and unbiased survey questions.

- Structuring surveys for maximum response rates.

- Incorporating various question types e.g., Likert scale, open-ended.

- Testing survey validity and reliability.

- Ensuring accessibility for diverse populations.

Unit 4:

Collecting and Gathering Data:

- Implementing surveys and feedback mechanisms.

- Ethical considerations in data collection.

- Engaging stakeholders in the data collection process.

- Utilizing technology for efficient data gathering.

- Ensuring confidentiality and data protection.

Unit 5:

Data Analysis Basics:

- Introduction to statistical analysis for satisfaction data.

- Interpreting basic metrics: mean, median, mode, etc.

- Visualizing data through charts and graphs.

- Understanding variability and standard deviation.

- Preparing data for further analysis.

Unit 6:

Advanced Data Analysis:

- Correlation and regression analysis for satisfaction improvement.

- Utilizing software tools for efficient analysis.

- Identifying trends and patterns in satisfaction data.

- Applying advanced metrics to evaluate satisfaction drivers.

- Interpreting results for strategic decision-making.

Unit 7:

Actionable Insights from Data:

- Translating data into actionable strategies.

- Identifying strengths and weaknesses in satisfaction factors.

- Setting measurable goals for improvement.

- Prioritizing actions based on data insights.

- Advices for Communicating findings to stakeholders effectively.

Unit 8:

Communication and Relationship Building:

- Effective communication skills for positive patient/customer interactions.

- Building lasting relationships through empathy and active listening.

- Understanding non-verbal communication cues.

- Strategies for addressing concerns and complaints.

- Enhancing patient/customer experience through personalized service.

Unit 9:

Implementing Changes for Improvement:

- How to develop improvement plans based on analysis.

- Overcoming challenges in implementing changes.

- Importance of engaging teams in the change process.

- Monitoring progress and adjusting strategies as needed.

Unit 10:

Future Trends and Continuous Improvement:

- Exploring evolving trends in patient/customer satisfaction.

- Establishing a culture of continuous improvement.

- Leveraging technology for enhanced satisfaction tracking.

- Adapting to changing patient/customer expectations.

- Integrating feedback loops for ongoing development.