

Unlocking the Connection Between

Provider Satisfaction, Patient Experience & Actionable Insights



VBCExhibitHall
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Educational Webinar Series

Presenters



Raul Daza

Chief Medical Officer



Craig Thomas

Co-Founder & CEO



Adriana Murillo

Co-Founder & CCO



Company Introductions

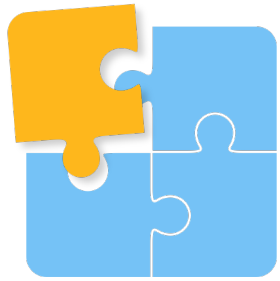
Sanitas: Leader in patient-centered care and health ecosystems

Lucerna: Powering and connecting health ecosystems for better outcomes and better business



Today's Discussion

A process for results that matter



Importance

Why does patient & provider satisfaction matter?



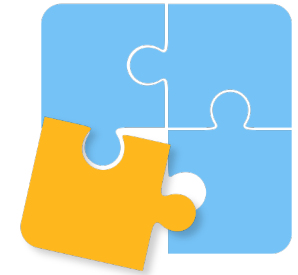
Insight

How do you create actionable insight?



Activation

How do you convert insight into improvement?



Results

What results can improvements drive?

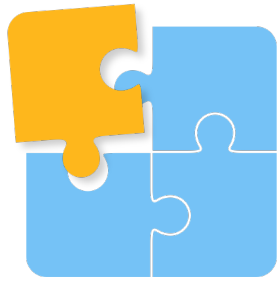
What outcome does a positive provider and patient experience impact the most?

1. Better relationships with patients
2. Increased patient retention
3. Improved patient care plan adherence
4. Improved provider recruitment & retention



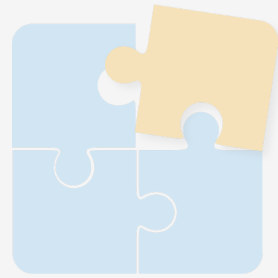
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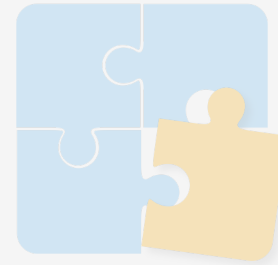
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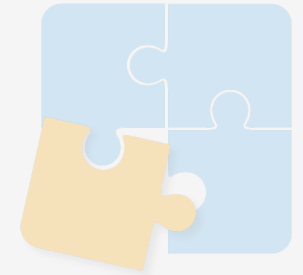
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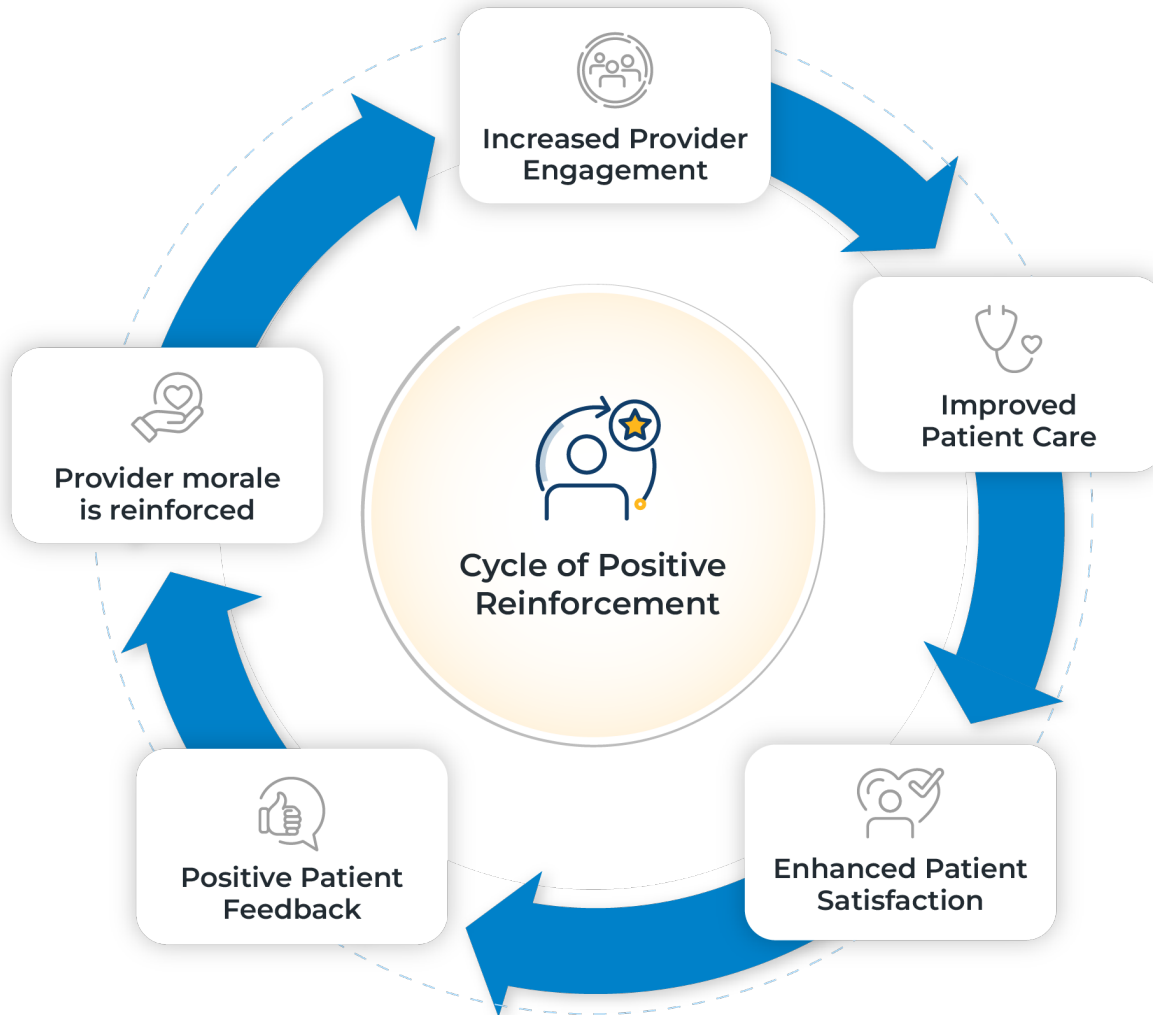


Results

What results can improvements drive?

Empowering Healthcare

The positive reinforcement cycle between Provider morale and Patient Satisfaction



5-20%

higher patient satisfaction is typically reported in studies where providers are more engaged and satisfied

The Real Cost of Provider Burnout and Retention in Healthcare

Burnout is a state of chronic workplace stress that hasn't been managed effectively. It's the leading indicator of provider dissatisfaction.

4x

Risk of
medical errors
with burnout

\$1M

Avg cost of a
physician
turnover

\$140k

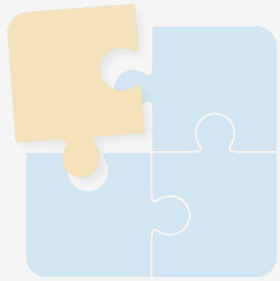
Avg monthly
revenue loss per
physician turnover

48%

AMA survey of
provider burnout
in 2023

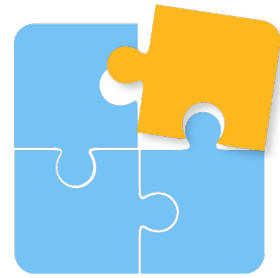
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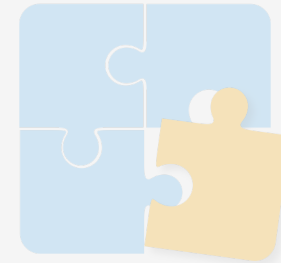
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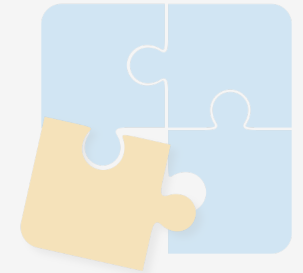
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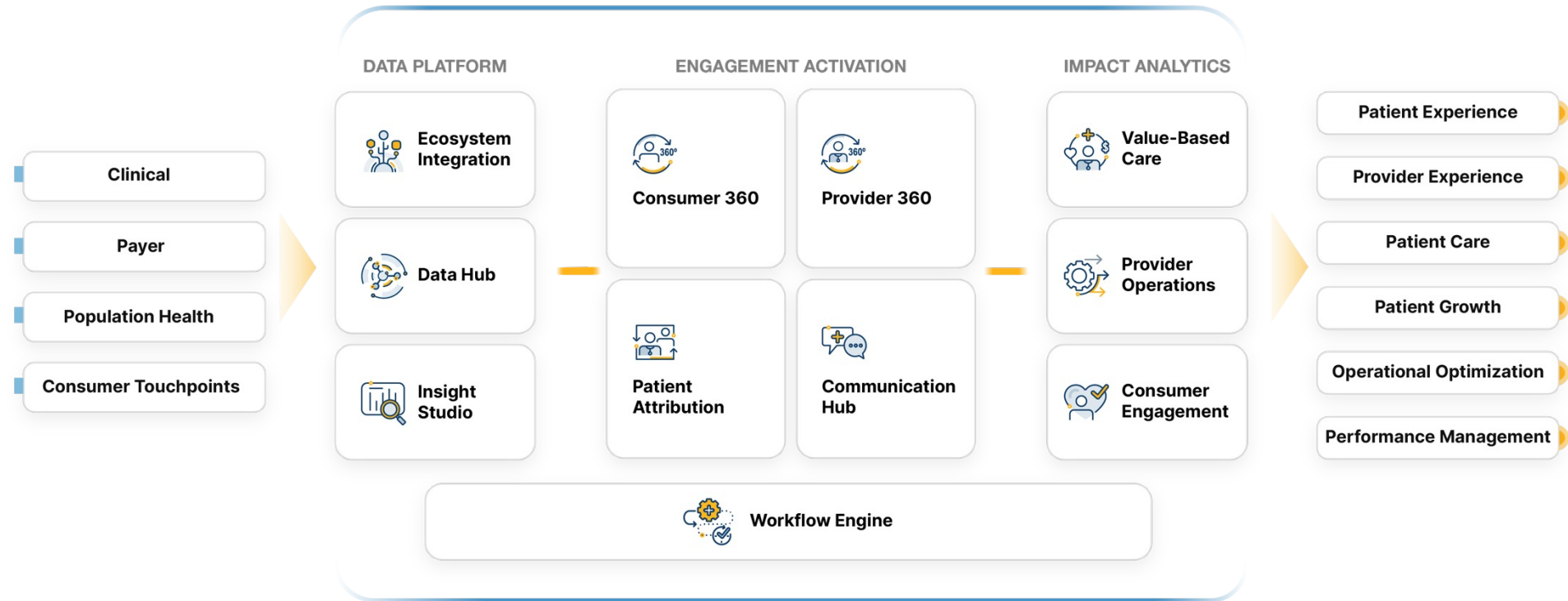


Results

What results can improvements drive?

Operationalizing Insights

Integrate experience insights into action for results



Ingest Data: Any Source

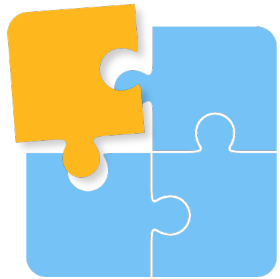
Create and Active Insight: Data Platform Powering Key Health Use Cases

Connect Processes

- Predict detractors for timely interventions
- Route priority patient engagement
- Prioritize providers in digital front doors
- Match patients to providers for continuity of care
- Balance provider panels for highly-rated providers
- Influence provider recruitment profiles

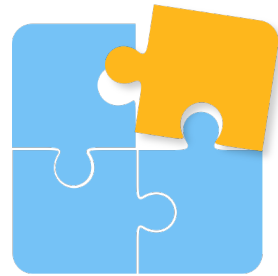
Keys for Measuring Satisfaction & Experience

Focusing on one or two misses the big picture



Volume

Ensure a sufficient sample size to represent performance fairly



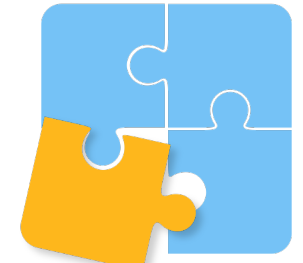
Depth

Capture detailed insights with well-structured surveys



Trust

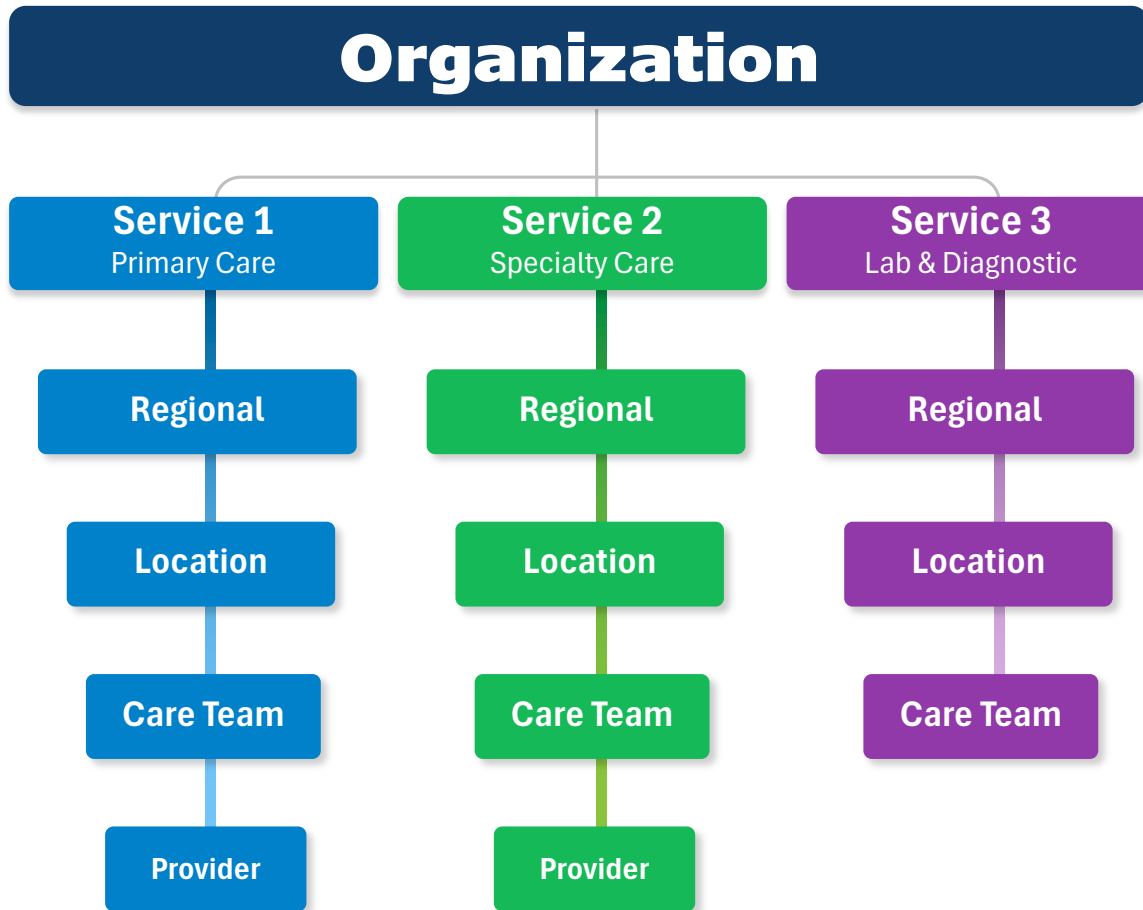
Ensure responses are confidential for providers and patients alike



Analysis

Leverage analytics to turn survey results into actionable insights

Patient Experience Actionable Insight



- Develop deep insight that operators can use to improve performance in their area of responsibility:
 - Service line
 - Location
 - Care team
 - Process (clinical and administrative)
- Structure surveys versioning for deeper insights and using Likert scale for index development (operational & clinical), benchmarking and trend analysis.
- Track changes over time to evaluate and sustain improvements efforts.

Member/**Patient** Experience

Loyalty, outcomes, and success

Getting/Paying Coverage

Understanding Benefits

Finding Care

Receiving Care

Navigating Follow Up

Managing Medications

Paying for Care

Managing Own Health

- Consumers (member and patient) face fragmented systems, unclear processes, and financial burdens, causing frustration.
- End-to-end measurement is critical to uncover pain points and opportunities to improve trust and navigation.
- Solving these challenges builds loyalty and improves health and financial outcomes.

2x

Higher margins for hospitals with excellent HCAPHS ratings compared to low ratings

60%

Referring physicians consider patient satisfaction when referring patients to specialists

4%

Points

Stronger revenue growth for CX insurer leaders

Achieving High Survey Response Rates

PATIENT: 25%+



RESPONSE RATES



PROVIDER: 91%+

Mirror key questions from CAHPS and NPS, ensuring alignment with widely used benchmarks.

Start with Insight-Proven Industry Standards

Mini Z captures key drivers like workload, autonomy, and burnout, providing a proven framework for improvement plans.

Measure specific aspects of the care experience with tailored surveys for service type, patient type, language.

Customize As Needed for Relevance

Add additional questions relevant to your organization's operating model and culture for insights on targeted solutions.

Balance comprehensive insights with survey length and implement a robust omnichannel outreach program.

Ensure Ease of Completion

Implement a digital communication program to engage providers effectively and ensure confidentiality.

Provider Experience

Measuring

Develop survey and establish a baseline:

- Industry surveys (Mini Z)
- Add on other critical organizational questions
- Pulse surveys
- 360 feedback
- Exit & stay surveys

Key Metrics

- Engagement Scores (e.g., Gallup Q12).
- Burnout Levels (e.g., Mini Z results).
- Retention Rates and Turnover Costs.
- Provider NPS (e.g., likelihood to recommend the organization).

Programs

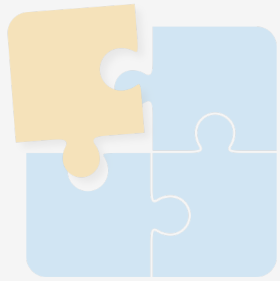
- Burnout Prevention focused on manageable workloads, flexible schedules, and mental health resources
- Recognition Programs
- Collaboration and Communication Initiatives
- Training and Development

Operationalizing

- Embed Metrics: Integrate satisfaction metrics into performance reviews and organizational goals.
- Close the Loop: Communicate changes and progress to providers to reinforce trust and commitment.

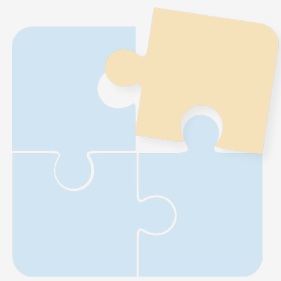
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Activating Insights

Implement timely Patient Experience feedback loops

DEMO Dashboard - NPS Patient Experience

Controls Visit Date - Start Apr 01, 2023 Visit Date - End Nov 30, 2024 Location Region All Location County Palm Beach Location All Insurance Market Segment All Payer State All Payer Name All Payer Plan No

Center Performance

Center	Responses	NPS	Operations Index	Q3 Wait Time Under 20m	Q4 Staff Satisfaction	Q9 Needs Met
South Miami	146	99	97	98%	97%	98%
Country Walk	577	92	93	95%	91%	92%
Midland	1,386	91	92	89%	89%	94%
Beach Walk	524	90	93	94%	92%	93%
Care at Home Broward & Palm B...	37	89	92	84%	89%	100%
Care at Home Miami	111	88	95	96%	92%	94%
West Kendall	2,339	88	89	86%	87%	91%
Westchester	1,424	87	91	91%	89%	91%
Homestead	1,543	85	89	87%	88%	91%
Miami Lakes Main St	2,596	83	88	81%	88%	90%
Miami Lakes	6,522	82	85	80%	85%	89%
Pompano Beach	95	82	89	85%	93%	89%
Tamiami	365	82	89	90%	91%	90%
Palmview Bay	891	82	88	85%	91%	93%
North Miami	1,798	78	87	81%	89%	88%
Washington	917	77	90	90%	92%	90%
Good Way	2,396	76	83	78%	83%	86%
Hollywood	1,588	76	85	85%	86%	87%
Central Broward	244	75	91	91%	93%	89%
Plantation	5,097	75	83	78%	85%	87%
Wesport	1,269	74	84	81%	84%	86%
Kendall	6,005	74	82	77%	82%	85%
Good	7,153	72	80	71%	82%	85%
Lake Worth	2,346	71	85	86%	85%	83%
Lauderhill Lakes	3,208	71	82	75%	86%	87%
Palm Beach Gardens	955	71	89	92%	90%	88%
Westchester	1,155	70	85	88%	85%	86%
West Palm Beach	890	70	86	81%	89%	87%
Virtual Medical Center	4,884	69	84	91%	82%	83%
St. Lucieville	795	66	85	82%	88%	84%

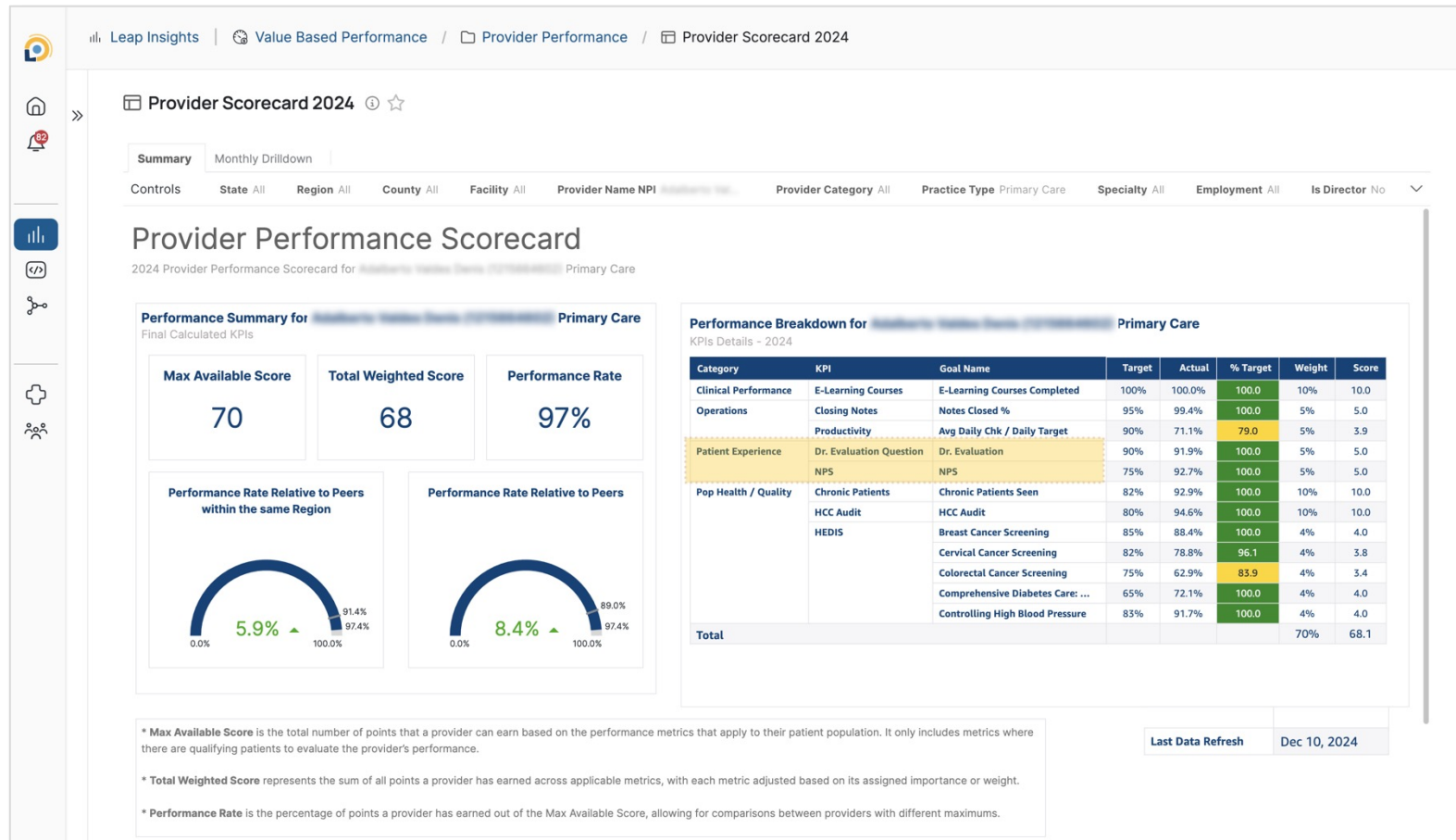
Provider Performance

Name	Responses	NPS	Provider Index	Q5 Provider Listened	Q6 Provider Instructions	Q7 Provider Explanation
Castillo, Carolina	155	86	93	92%	94%	94%
Piquero-Correa, Rosa	630	84	89	89%	90%	90%
Stevens-Cohen, Jennifer	105	84	97	98%	98%	97%
Calacalita-Rodriguez, Maria	678	83	92	92%	92%	92%
Bonilla, Jorge	57	82	91	95%	93%	88%
Crozier-Wilkinson, Rafael	243	82	91	93%	91%	90%
Delgado, Pilar	186	82	90	90%	92%	89%
Trojan, Henry	118	81	96	96%	96%	96%
Rodriguez, Rogelio	278	80	92	92%	92%	92%
San Martin, Rocio	77	78	93	92%	95%	94%
Sanchez-Diaz, Jorge	506	78	90	89%	90%	91%
Salinas, Catherine	296	77	90	90%	90%	90%
Bonilla, Anita	39	77	89	87%	90%	87%
Quintero, Saul	108	77	91	94%	91%	91%
Madrigal, Carlos	421	76	89	88%	90%	89%
Evans, Jennifer	41	76	85	85%	83%	85%
San, Maria	338	75	90	90%	90%	90%
Correa, Gabriela	371	75	87	86%	87%	88%
Chavez-Hernandez, Silvia	410	75	89	88%	90%	90%
Colla, Ana	55	75	95	96%	95%	93%
Argente, Mia	257	74	91	91%	92%	89%
Acosta-Rodriguez, Yanetris	459	74	92	93%	93%	90%
Santana-Rodriguez, Tere	524	74	91	91%	92%	91%
Watts, William	285	74	89	90%	90%	90%
Calabrese, Teresa	347	73	89	90%	89%	88%
Torres-Arce, Magdalena	198	72	86	85%	85%	86%
Charles, Rosalind	49	71	90	90%	90%	90%
Quares, Cindy	35	71	98	97%	97%	100%
Alonso, Yelva	387	70	84	83%	84%	84%
San-Bonito, Carlos	33	70	86	85%	88%	85%
Whitcomb, Wray	275	69	89	90%	90%	89%

- Use timely dashboards to flag immediate concerns for rapid response.
- Implement ML/AI models to accurately predict detractors for operational intervention.
- Organize corporate and location-level teams to outreach detractors for service recovery.
- Encourage health competition through leaderboards.

Activating Insights

Embed NPS/PX into Performance Management



- **Internal:** Incorporate patient and provider experience metrics like NPS and specific survey questions into provider and medical director scorecards, linking them to organization-wide performance bonuses.
- **Payer Agreements:** Leverage NPS and PX metrics as key performance indicators in payer agreements to align incentives and drive shared accountability for satisfaction outcomes.

Case Study: Sanitas Results

Journey from limited insights to data-driven results

33%

Patient NPS Improvement
from 2022 to 2024

60%

Patient Volume Growth
from 2022 to 2024

10x

Survey Volume compared to payer-led surveys targeting the same audience

Lucerna Program Implementation:

- Redesigned the survey to capture deeper, actionable feedback.
- Transitioned from Survey Monkey to Lucerna's patient experience and engagement product to optimize feedback collection.
- Developed automated dashboards for executive and operational teams to monitor progress.
- Integrated survey data into Lucerna's platform to drive insights, rules, and operational processes.

Operationalization within Sanitas:

- Formed a dedicated patient experience team to collaborate with management and operations.
- Established processes to close the feedback loop and create actionable plans.
- Embedded experience metrics into performance management programs and payer agreements.
- Partnered with payers to align on a single, unified survey for consistent insights.

Patient & Provider Satisfaction Matters

Impacts health outcomes, operational, and financial performance



MEASURE EFFECTIVELY

Timely, relevant measurement at scale

GAIN INSIGHTS

Detailed actionable insight (more than a number)

DRIVE IMPROVEMENT

People, process...not just technology

LINK TO BUSINESS OUTCOMES

Inform your operating model for results that matter

Q&A

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Sanitas



Lucerna

Stop by our VBCExhibitHall.com Virtual Booth

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Lucerna
Health Forward

in

SMART ENGAGEMENT AS A SERVICE
START TOUR

Transform data into meaningful action. Acquire, engage, and retain patients or members with our Leap platform and experienced team solution.

RESOURCES

Leap Platform
START TOUR

- Consumer Acquisition
- Consumer Navigation
- Ecosystem Integration
- Patient Engagement
- Provider Engagement
- Provider Performance

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VP of VBC Growth
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CLICK TO VISIT

RESULTS THAT MATTER

- Growth
- Revenue
- VBC performance
- Operational efficiency

Thank You

Connect with us today to move healthcare forward!



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