



Arrowhead Health Centers Uses QuickTapSurvey for Patient Satisfaction Surveys

Arrowhead Health Centers has clinics located in four cities in sunny Arizona. What drew them to us was their transformative approach to patient-centred healthcare. The clinic's adoption of in-house apps, electronic medical records and mobile app-based patient satisfaction surveys reflects their commitment to the latest technological advances to improve healthcare service quality.

What Challenges Did Arrowhead Face?

Arrowhead always knew the importance and value of systematically measuring and monitoring patient satisfaction through surveys. Unfortunately for them, their surveys results did not justify the high cost of the survey application they were utilizing. Online surveys (distributing a survey via email) have lower overall response rates than in-person surveys due to several factors including lack of motivation and memory recall.

For the best results, Arrowhead needed an on-site, face-to-face survey tool for patients to rate their visit on their way out of the practice, while the experience was still fresh.



Arrowhead Health Centres' custom branded image display that hides the survey background completely and is used to attract survey takers.

Why Did Arrowhead Choose QuickTapSurvey?

1. Ease of Use

By prominently displaying beautifully designed surveys on iPads in their reception areas, Arrowhead is successful in attracting customers to the survey. QuickTapSurvey's friendly interface, interactive question types and keyboard shortcuts...all facilitate an easy, convenient survey experience. By soliciting feedback using QuickTapSurvey, Arrowhead is able to demonstrate their interest in doing things better for their customers.

2. Realtime Decision-Making

In the quest to be attentive and respectful to patients' needs, survey response data (on the QuickTapSurvey web app), is monitored in realtime by management. Any concerns that arise are swiftly resolved on the same day. By providing a high level of customer care, Arrowhead ensures that every customer leaves not just happy, but with the desire to positively promote the Arrowhead brand.

3. Net Promoter Score (NPS)

Arrowhead doesn't just collect feedback, they track customer satisfaction using the Net Promoter Score (NPS) metric. Measuring patient satisfaction helps Arrowhead achieve its true mission which is offering a level of care so high that a patient would readily recommend them to a friend. By utilizing QuickTapSurvey's Slider question type in combination with the Scoring feature, Arrowhead is able to calculate and monitor their Net Promoter Score.

Proven Results



"I chose QuickTapSurvey because it's friendly, convenient and modern. The feedback we collect has helped us achieve a consistent Net Promoter Score of well over 90%, outperforming standard healthcare benchmarks by a mile! QuickTapSurvey helps us lead the way as a forward thinking, patient-focused organization".

Guy Berry, VP of Operations

Learn more about the wonderful service Arrowhead Health Centres provide at

<http://www.arrowheadhealth.com/>