



Guide: Build a Net Promoter Score Survey For Patients

This is an extra resource to go along with the original article:
[Boosting your patient retention rate](#)

Net Promoter Score (NPS) is a metric that measures how loyal your customers (or patients) are to your practice. An NPS survey has a two-fold benefit: First, you'll gain a measurable metric you can track again and again to gain insight into how loyal your patients are. Second, you'll gather valuable, specific feedback you can use to improve your practice. Here's how it works:

1. Ask one question

One of the benefits of an NPS survey is that it relies on only a single question to gain valuable intel. The question? *How likely are you to recommend Practice X to a friend, family member, or coworker? Please provide a rating from 0-10, 0 being extremely unlikely and 10 being extremely likely.*

Promoters are survey takers who have given you a 9 or 10. Passives have given you a 7 or 8. And detractors have given you a 6 or below.

2. Calculate

Then, you'll use this equation to calculate:

$$[\# \text{ of promoters} / \text{Total} \# \text{ of survey takers}] - [\# \text{ of detractors} / \text{Total} \# \text{ of survey takers}] = \text{NPS}$$

3. Gather open-ended feedback

Finally, ask for open-ended feedback—Please explain your rating. This is where the exciting part of the survey happens: where customers tell you how to improve and what will make them stay. Good luck!