



How to Gather Feedback to Improve the Overall Patient Experience

This is an extra resource to go along with the original article:
[Key ways to give your patients an incredible experience](#)

1. Ask for online reviews

Encourage patients to find you on Facebook or Google and leave an honest review. Use whatever they say to fuel your improvements.

2. Make follow up calls

Call each patient two or three days after their appointment. Ask about the service they received and for feedback to do it better next time.

3. Conduct focus groups

Invite a randomly chosen group of patients into your office. Ask them questions about the service they received and what you can do better. Provide an incentive like free lunch.

4. Standardize some end-of-appointment questions

When the scheduler is booking the next appointment, instruct him/her to ask feedback-gathering questions, like "Anything we can do better next time?" Don't ask more than two or three.

5. Time each appointment

If you're using a patient management tool to move staff and patients throughout your office, you should be able to time the duration of an appointment, from the moment the patient checks in to the moment the healthcare provider is finished. Use this data to reduce that number.

6. Send surveys to your patients

Via email or direct mail, send surveys to your patients that solicit information. You can do this in big batches or set them up to automatically send after an appointment.