

What is Net Promoter Score® (NPS)?

Net Promoter Score®, or NPS, is an industry-agnostic index that measures the willingness of customers to recommend a company's products or services to others. We have licensed the use of the Net Promoter Score and leveraged the information provided by the survey for effective use in the rehab therapy world. The survey is used early in care to gauge a patient's loyalty to their clinic and to prevent early patient drop off, later in care the survey is used to gauge the patient's overall satisfaction with the service provided by their clinic.

Why NPS?

It's simple. All you need to do is ask your patients one question: on a scale of zero to ten, "How likely is it that you would recommend [practice name] to a friend or colleague?" Once the patient selects a number the score is recorded and the patient is redirected to an additional webpage allowing them to provide additional comments is

How likely is it that you would recommend WebPT - Phoenix to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

Not at all Likely Extremely Likely

needed.

Then, based on their response you can calculate an overall score for your practice—between -100 and 100—and determine whether the patient is a promoter, passive, or detractor.

- **Promoters** (scores of 9 and 10) are your practice's enthusiasts. They'll seek out your services and encourage their friends and family members to do the same. We'll use these patients to help generate online reviews through review campaigns.
- **Passives** (scores of 7 and 8) are satisfied, but not necessarily loyal. These patients may find another provider if they think he or she will be a better fit. They also may not be as outward in promoting this clinic to their friends.
- **Detractors** (scores between 0 and 6) are unhappy or dissatisfied patients who may communicate their dissatisfaction to their friends and family members, thus detracting from your practice. Detractors are also more likely to drop out of care early or actively seek services elsewhere. These patients offer the greatest opportunity for improvement. Reach is able to identify these patients early in care and notify clinics allowing the clinic/therapists to intervene, preventing an early drop-off in care.

How is my score calculated and what does it mean?

Your score is calculated by subtracting the percent of detractors from the percent of promoters. For example, if 80% of respondents are promoters and 10% are detractors, your NPS is +70.

Essentially, the higher the NPS, the better—but the key is to calculate your NPS regularly and use each rating as a benchmark for your business. The only way to go is up, and if that's what you do, then it's a reminder to keep up the great work and continually optimize processes and behaviors to further improve your ratings. If you tumble in ratings, you know you need to right the ship before you lose (potentially more) patients.

While everyone wants to score a perfect 100, it's important to remember that across industries the average NPS is 10-15, so anything 15+ would be above average. With clinics who use our platform, we typically expect to see 80% of our clinics in the 70-80 NPS range, with 10% falling below that score and 10% rating above that score.

Our NPS tool considers 0-25 “Fair”, 25-49 “Good”, 50-69 “Excellent”, and 70+ “World Class.”

What can I do with this information?

Because NPS surveys collect meaningful, real-time feedback, you can use that information to course correct before a small problem becomes a huge issue.

- **Promoters:** Ask promoters for referrals and keep in touch with them in case they ever need to return to therapy.
- **Passive:** Ensure patients are paired with the therapists best suited to their needs. Consider adjusting the therapy plan if the patient feels stagnant.
- **Detractors:** Catch early dropout warning signs before the patient actually quits therapy, pinpoint problem areas, and adjust your clinical and operational workflows as needed. Implement a real-time service recovery process. Check out this article on [detractor management](#).

Detractor Management (Low NPS® Score Submitted)

You can't expect to receive a perfect 10 on every NPS® survey. Because of this, you should have a plan for how you want to handle detractors. As a refresher, detractors (those who score 6 or lower), are unhappy patients who may communicate their dissatisfaction to their friends and family members and are more likely to drop out of care early. Potentially, these patients can provide valuable insight into what should be improved at your clinic.

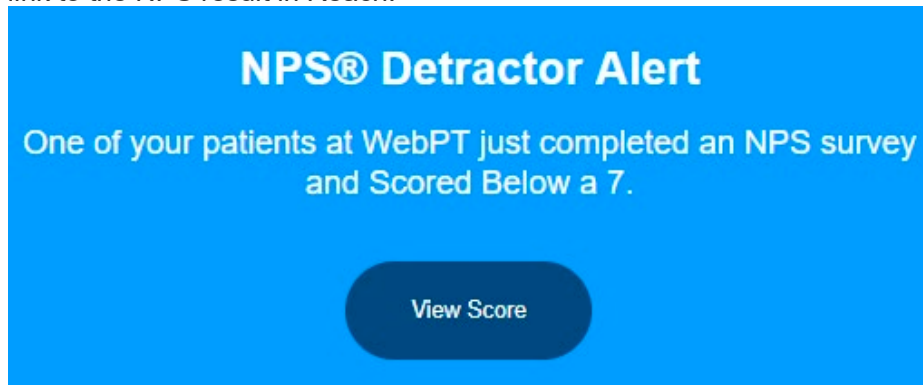
Because of this, we highly recommend following up with detractors. The goal of detractor outreach is to gather additional information about their experience and identify specific reasons for their low score submission. This data

can be used to pinpoint problem areas and adjust your clinical and operational workflows as needed. Additionally, outreach like this may also help prevent early dropouts.

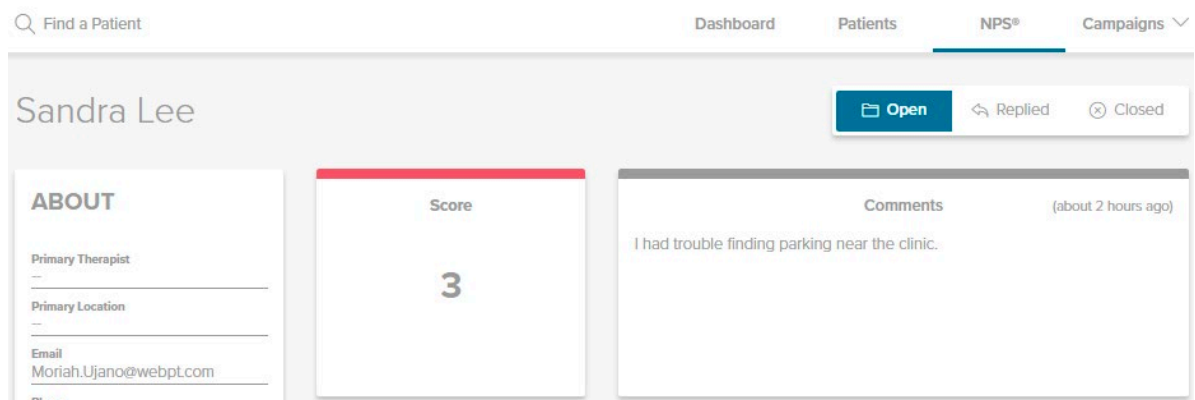
This document provides a possible workflow for handling detractors, starting when you receive a detractor alert.

Detractor Management

1. When a patient submits a score between 0 and 6, a **Detractor Alert** is triggered. The Detractor Alert is sent via email to users with the Low Score Alerts turned on in their user profile/settings and provides a link to the NPS result in Reach.



2. Click **View Score**. This opens the patient's NPS response page in Reach. From this page, you can view the NPS score and any comments they submitted. You'll also be able to see demographic information for the patient.



3. When a Detractor score (NPS of 6 or below) is received, it is highly recommended that clinics attempt to reach out to the patient directly via phone to gain a better understanding of their experience and the additional reasons for submitting their low score. This patient outreach can improve the overall satisfaction of the patient and may help to prevent early drop off in care.

Possible Phone Script: *Hi there, This is (name and title of caller) with (organization name). Thank you so much for providing your feedback score on your experience! Our patient's satisfaction is our highest priority. If you'd be willing to share your experience with me, I'd love to hear more about what we could do differently to improve, and I would be so very grateful for your insights. Thank you so much for your honesty.*

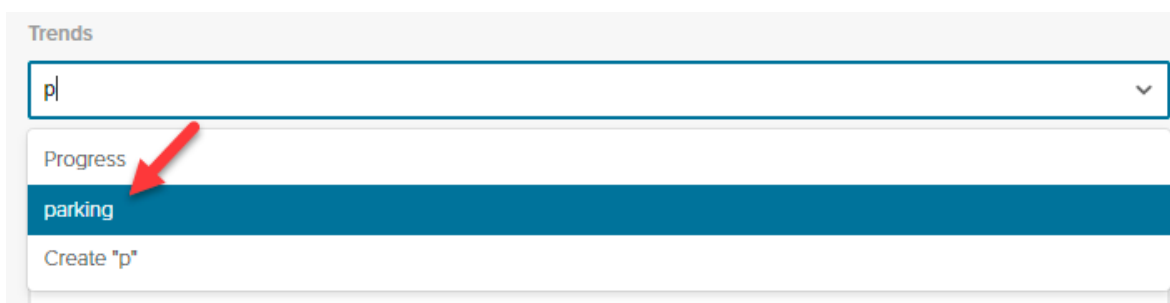
It's important to listen actively, not become defensive, and to ensure that your patient feels heard.

4. Alternatively, you can draft an email to send directly to the patient. Consider if you want this email to come from the patient's therapist, the clinic owner/manager, or someone else. Because the purpose is to get a response, you do not want to use a no-reply address. When comfortable with the content, send out the email.

Thank you for providing feedback on your experience with (Organization Name). Our patient's satisfaction is our highest priority. If you have any additional information you'd be willing to share on why you rated your experiences the way you did, please reply to this email. We are always open to suggestions on how we can improve.

Thank you for so much for your honesty.

5. We highly recommend adding **Trends**. Trends can be created or added from the drop-down. This will help you categorize the responses and set you up for success when additional reporting around NPS trends becomes available.

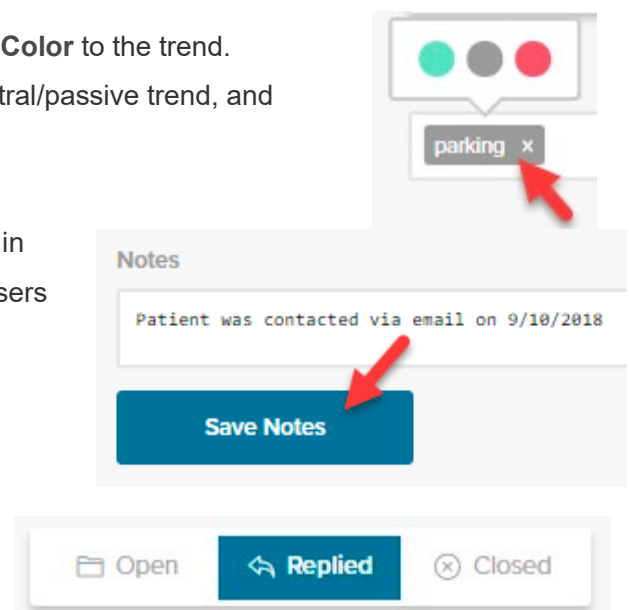


The screenshot shows a 'Trends' dropdown menu. The search bar contains the letter 'p'. Below the search bar, there are three options: 'Progress', 'parking', and 'Create "p"'. A red arrow points to the 'parking' option, which is highlighted in blue.

6. Once a trend is added, hover over the trend to assign the **NPS Color** to the trend. Use **Green** if it is a positive/promoter trend, use **Gray** if it is a neutral/passive trend, and use **Red** if it is a negative/detractor trend.

7. As a best practice, you should document all detractor outreach in the **Notes** section of the NPS response page. This allows other users to see that action has been taken. Be sure to use the **Save** **Notes** button when the entry is complete.

8. Adjust the status of the NPS survey.



The screenshot shows the NPS response page interface. At the top, there are three colored circles (green, gray, red) representing NPS colors. Below them is a trend card for 'parking' with a red arrow pointing to it. In the 'Notes' section, there is a text entry: 'Patient was contacted via email on 9/10/2018'. A red arrow points to the 'Save Notes' button below the text. At the bottom, there is a status bar with three buttons: 'Open', 'Replied' (which is highlighted in blue), and 'Closed'.

You can continue to update this NPS page as the patient responds or other actions are taken. We do not recommend following up with patients who do not respond to the initial request for additional information.

NPS Survey Status

NPS surveys may have one of three possible status; Open, Replied, or Closed.

- **Open:** Open survey scores require attention and are indicated by an open envelope icon on the NPS Dashboard.
- **Replied:** Replied surveys may required additional attention or further escalation to resolve. Replied surveys are indicated by a reply arrow icon on the NPS Dashboard.
- **Closed:** Closed surveys have been addressed, resolved, and require no additional action. Closed surveys are indicated by circled x icon on the NPS Dashboard.

Status	Name	Date	Score
Open	Moriah Jane Had trouble finding parking	03/30/18	2
Replied	Sandra Lee I had trouble finding parking ...	09/10/18	3
Closed	Moriah Ujano Not seeing much progress.	04/03/18	6

NPS Access Levels

There are four levels of access to the Net Promoter® Summary tab. Because of this, not all users will be able to view the same data.

All NPS	Users can view all Net Promoter Survey results for the entire organization
My Facility NPS	Users can only view Net Promoter Survey results for patients associated with their specific facility.
My Patient NPS	Users can only view Net Promoter Survey results for their patients (the user must be assigned to the patient as their Primary Therapist).
No NPS	Cannot view any Net Promoter Survey results.

User access levels may be adjusted by a Reach Support Team Member with permission from an account administrator for the organization. To request assistance from a Reach Support Team Member please email reachsupport@webpt.com.