**Market Research: Voice Feedback System for Healthcare**

**Sharp Hospitals, San Diego**

**1. Market Overview**

The healthcare feedback market is growing rapidly, driven by increasing focus on patient-centered care and the need for real-time insights to improve service quality.

* Global patient experience technology market size: $18.3 billion (2021)
* Projected CAGR: 16.9% (2022-2030)
* North American market share: 38.5%

**2. Target Audience**

**Primary**: Patients of Sharp Hospitals in San Diego  
**Secondary**: Healthcare providers and administrators

San Diego Demographics:

* Population: 1.4 million (2021 estimate)
* Median age: 35.6 years
* Smartphone ownership: 85% of adults

**3. Current Patient Feedback Landscape**

* 68% of healthcare providers use patient satisfaction surveys
* Only 9% of patients say they are asked for feedback "always" or "most of the time"
* 70% of patients prefer to give feedback immediately after an encounter

**4. Voice Technology Adoption**

* 65% of 25-49 year olds speak to their voice-enabled devices at least once per day
* Voice recognition market in healthcare expected to grow at CAGR of 28.5% (2021-2026)
* 43% of patients are interested in using voice assistants for healthcare-related questions

**5. Mobile App Usage in Healthcare**

* 80% of patients prefer mobile healthcare solutions to traditional in-person visits
* 71% of patients say mobile apps help them understand their health condition better
* Healthcare app downloads increased by 65% in 2020 (COVID-19 impact)

**6. Patient Satisfaction Trends**

* Hospitals with "excellent" patient ratings have 50% higher net margins
* Every 1% increase in patient satisfaction correlates with a 0.6% increase in net operating profit
* 84% of healthcare leaders rank improving patient experience as a top priority

**7. Automated Feedback Analysis**

* AI in healthcare market size: $6.6 billion (2021)
* Projected CAGR: 41.8% (2022-2030)
* 63% of healthcare executives are investing in AI to improve the patient experience

**8. Potential Challenges**

* Data privacy concerns: 70% of patients are concerned about the privacy of their health data
* Technology adoption among older patients: Only 42% of adults aged 65+ own smartphones
* Integration with existing hospital systems: 41% of healthcare IT professionals cite integration as their biggest challenge

**9. Competitive Landscape**

* Major players in patient feedback solutions: Press Ganey, Qualtrics, SurveyMonkey
* Emerging voice-based healthcare assistants: Orbita, Nuance, Notable

**10. Recommendations**

1. Focus on user-friendly interface design to encourage adoption across all age groups
2. Emphasize data security and HIPAA compliance in marketing materials
3. Develop integration capabilities with popular Electronic Health Record (EHR) systems
4. Consider a phased rollout, starting with departments that have the highest patient turnover
5. Incorporate multilingual support to cater to San Diego's diverse population

**Sources**

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3. Pew Research Center
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5. Centers for Medicare & Medicaid Services (CMS)
6. Grand View Research
7. San Diego Association of Governments (SANDAG)