

# iRound Ambulatory

## What is it?

iRound Ambulatory helps improve patient experience at medical groups, clinics, and other ambulatory sites of care. The technology captures feedback from patients at the point of service, automating real-time service recovery, providing actionable insights to executives, and enfranchising providers and staff to use a data-driven approach to improving patient experience. The technology uses an iPad kiosk-style data collection system which automatically consolidates data and presents it in user-friendly executive dashboards. It helps medical group leaders coordinate and expedite service recovery, enabling them to fix issues identified by patients before those patients leave the practice. It also helps leaders identify opportunities for targeted staff coaching and recognition.

# 34%

of patients are willing to switch providers, after offered excellent patient experience

## What to Listen For

Improving patient experience, Raising CG-CAHPS scores, Increasing patient loyalty, Enhancing employee engagement in patient experience, Competing against non-traditional competitors, Getting provider buy-in for patient experience improvements

## What is Unique?

- Enables prompt action upon discovering a patient experience issue
- Automatically sends reports to leadership
- Robust patient sampling (versus using any kind of post-encounter survey)
- Insights into performance across the organization by practice location and provider level
- Secure, encrypted platform that is compliant with HIPAA, security and privacy requirements
- Collaboration with peers in the cohort to share best practices
- Dedicated Advisor support and best practice research built on over 15 years of research

## The Details

**Launch Date:** 2014

**Average Cost:** \$90K - \$150K

**Audience:**

Medical Group Executives, COOs,  
Marketing Executives, Service  
Excellence Leaders

## How to Start the Conversation

- How much are you focusing on patient satisfaction and loyalty in the outpatient space?
- How are you tracking your medical groups' patient satisfaction scores?
- What is your biggest patient satisfaction issue?

## Related Products

Medical Group Strategy Council, Crimson Medical Group Advantage, Talent Development, Survey Solutions – Physician Engagement