**Introduction Scripting for iRound for Patient Experience**

**Option 1: Sharing our most popular patient experience resources**

Hi CONTACT,

[*Insert small talk relevant to previous conversations…]*Over the past year we've shared a lot of great information about patient experience and I wanted to make sure you and your team at NAME OF ORGANIZATION had access to our top resources as you’re thinking through your patient experience strategy. I’ve compiled our most popular here:

* [Patient Experience Diagnostic](https://www.advisory.com/technology/iround-for-patient-experience/resources/2015/is-your-patient-experience-a-growth-driver-or-liability): Determine if your patient experience is a growth driver or liability.
* [The Evolution of Patient Experience](http://ns.advisory.com/iRound-for-Patient-Experience-Evolution-of-Patient-Experience-Excerpt): Learn why so many patient experience initiatives fail.
* [Lessons from Amplify](http://ns.advisory.com/iRound-for-Patient-Experience-Amplify-Highlights): Hear what our members learned about patient engagement at our first technology summit.

Also, I want to introduce you to my colleague, MARKETER, director of our patient experience team. She can walk you through our latest research and best practices from peer organizations that have put in place in infrastructure to support a holistic approach to patient and staff engagement, and overall experience.

If this sounds interesting to you, I’ve copied her associate who can assist in calendaring some time for the two of you to connect. Please feel free to reach out if you have any questions.

Best,

NAME

**Option 2: Introduction to the iRound technology to CNOs/ Patient Experience Executives/ COOs (commercial)**

Hi CONTACT,

Given our previous conversations about improving patient satisfaction scores/ engagement/ experience/ etc. [pick a buzzword or two], I want to introduce you to my colleague, MARKETER, director of our patient experience team.

MARKETER works with our iRound for Patient Experience technology platform, which improves daily patient rounding processes, expedites service recovery, and provides real-time hospital-level and unit-level visibility into patient satisfaction.

She can walk you through our latest research and best practices from peer organizations that have put in place the infrastructure to support a holistic approach to patient and staff engagement, and overall experience.

If this sounds interesting to you, I’ve copied her associate who can assist in calendaring some time for the two of you to connect. Please feel free to reach out if you have any questions.

Best,

NAME

**Option 2: C-suite contacts (less commercial)**

Hi CONTACT,

When comparing the quality of customer relationships, hospitals are falling at the bottom—alongside the dreaded cable company. By contrast, newer, alternative providers like Walgreens and CVS share space with heavy hitters on customer experience, like Amazon and Apple. To effectively compete in this environment, health care providers like NAME OF ORGANIZATION must adopt a patient experience strategy that fosters enduring, loyal relationships.

As you’re thinking through your patient experience strategy, NAME OF MARKETER, Director on our patient experience team, wants to prioritize meeting with you and your team. She will walk you through our latest research and best practices from peer organizations that have put in place in infrastructure to support a holistic approach to patient and staff engagement, and overall experience.

If this sounds interesting to you, I’ve copied her associate who can assist in calendaring some time for the two of you to connect. Please feel free to reach out if you have any questions.

Warm regards,

NAME

**Option 3: Nursing, Patient Experience Contacts (less commercial)**

Hi CONTACT,

It’s no secret that positive patient experiences forge stronger relationships between caregivers and patients, enabling patients to feel comfortable giving honest feedback about their needs and caregivers to feel better able to alleviate common sources of patient anxiety. For this reason, the highest level experience is what we all strive to achieve.

But getting patient experience right isn’t easy: improvement requires both high-level culture change and tactical operational changes. It starts with senior leaders, but patients’ experiences are driven by individual encounters with their caregivers, the environment, and all staff. So, melding top-down and bottom-up strategies is essential to developing an organization that prioritizes the patient.

As you’re thinking through your patient experience strategy, NAME OF MARKETER, Director on our patient experience team, wants to prioritize meeting with you and your team. She will walk you through our latest research and best practices from peer organizations that have put in place in infrastructure to support a holistic approach to patient and staff engagement, and overall experience.

If this sounds interesting to you, I’ve copied her associate who can assist in calendaring some time for the two of you to connect. Please feel free to reach out if you have any questions.

Warm regards,

NAME

**Option 4: Product enhancements scripting (re-approach)**

Hi CONTACT,

[*Insert small talk relevant to previous conversations or past indicators of interest in iRound. ]* I wanted to touch base to see how your patient experience efforts are progressing and provide an update on important developments to the iRound for Patient Experience platform that you might find valuable. Over the next few months we’ll be adding the following features to the platform:

* **Sentiment Analysis:** Mine free-text comments to discover strengths and weaknesses in your patient experience using patients’ own words. This will allow you to unlock hidden information that may not be obvious when looking at reports and queries, and get to a deeper level of analysis than you’ve ever been able to before.
* **Expanded Quality and Safety Use Cases:** An expanded library of standard enterprise-wide rounding and auditing templates based on Advisory Board best-practice research and member input.
* **Physician Attribution:** Understand and measure each physician’s contribution to the overall patient experience at your hospitals. EMR integration seamlessly tags all relevant physicians to the feedback of each patient, which can be used to ensure both appropriate recognition and to facilitate data-driven conversations around performance improvement.
* **Manage Patient Care After Discharge:** Continue to provide patient-centered care and reduce readmission risk by managing and initiating post-discharge follow-up calls, both automatically and manually.

MARKETER, Director of our Patient Experience team, would be happy to walk you through the details of these updates and how they could impact NAME OF ORGANIZATION’S patient experience strategy.

If this sounds interesting to you, I’ve copied her associate who can assist in calendaring some time for the two of you to connect. In the meantime, feel free to reach out to me if I can be helpful to you in any way.

Best,

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