

Exploring the relationship between *Net Promoter Score* and *Revenue Growth* in Healthcare Clinics

RESEARCH PROPOSAL | ASSESSMENT 3

RESEARCH METHODOLOGIES

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THE PROBLEM

NPS widely adopted → But never validated against revenue

RQ1: Can NPS predict revenue growth?

RQ2: How strong is this correlation?

POSITIONING WORK IN THE FIELD

Studies Linking Patient Experience
to Financial Outcomes

Healthcare Studies

(2 of 5 show revenue link)

Retails Studies

(8 of 10 show revenue link)

Gap: Healthcare lacks empirical validation

NPS Evolution & Validation Gap

2003 → Reichheld introduces NPS

2010 → Widespread adoption

2024 → Dawes questions validity

2025 → Faria: 1st healthcare revenue validation

KNOWLEDGE GAP & CONCEPTUAL FRAMEWORK



Research Gap: No one has tested if this pathway actually works in healthcare

PROPOSED METHODOLOGY



METHODS & ETHICS

Key Analysis Steps

```
correlation = df[['nps', 'revenue']].corr()  
model = LinearRegression().fit(X,y)
```

Ethics & Governance

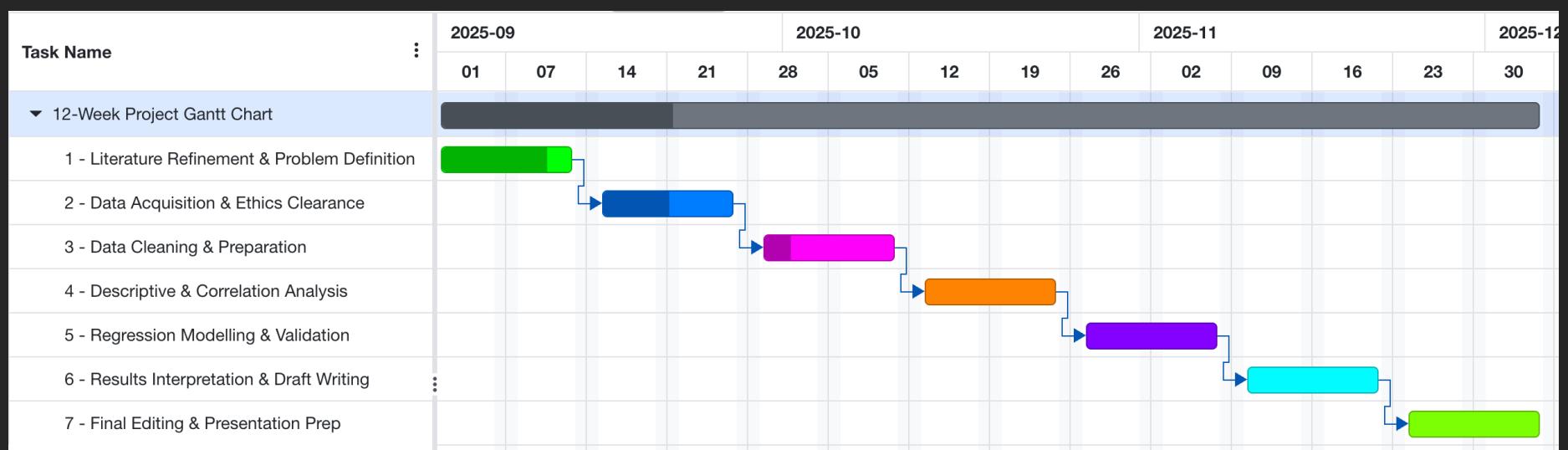
- ✓ Ethics Approved
- ✓ Anonymized Data
- ✓ GDPR + Privacy Act Compliant

TENTATIVE CONCLUSION

- Validating NPS–Revenue correlation addresses a real gap in healthcare analytics.
- Expected outcome: evidence-based metric for business and patient experience alignment.
- Future scope: layer AI and sentiment analysis for predictive dashboards.

(Add Torrens “Here for Good” tagline with heart + data graphic)

TIMELINE



STATEMENT OF ACKNOWLEDGEMENT

I acknowledge that I have used OpenAI's ChatGPT (GPT-5) to assist in the planning, outlining, and refinement of my presentation for HCD402 – Assessment 1. The tool supported me in structuring slide content, improving clarity of written explanations, and enhancing the overall flow of the presentation.

I confirm that the use of the AI tool has been in accordance with the Torrens University Academic Integrity Policy and TUA, Think, and MDS's Position Paper on the use of AI. I confirm that the final presentation and its analysis are authored by me and represent my own understanding, research, and critical thinking. I take full responsibility for the final content of this presentation.

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A large, semi-transparent orange rectangular box covers the right side of the slide, containing the main text. The background image shows a modern study or library space with wooden structural beams, long tables, and people working.

Thank You

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