

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

RESEARCH PROPOSAL | ASSESSMENT 3

RESEARCH METHODOLOGIES

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WHAT IS NET PROMOTER SCORE???



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

Patient Experience → Loyalty
(Godovsky & Pizam, 2023)

✓ Established

NPS → Intention to recommend
(Reichheld, 2003; Dawes, 2024)

✓ Validated

AI Sentiment Analysis (technical)
(Alkhnbashi et al., 2024)

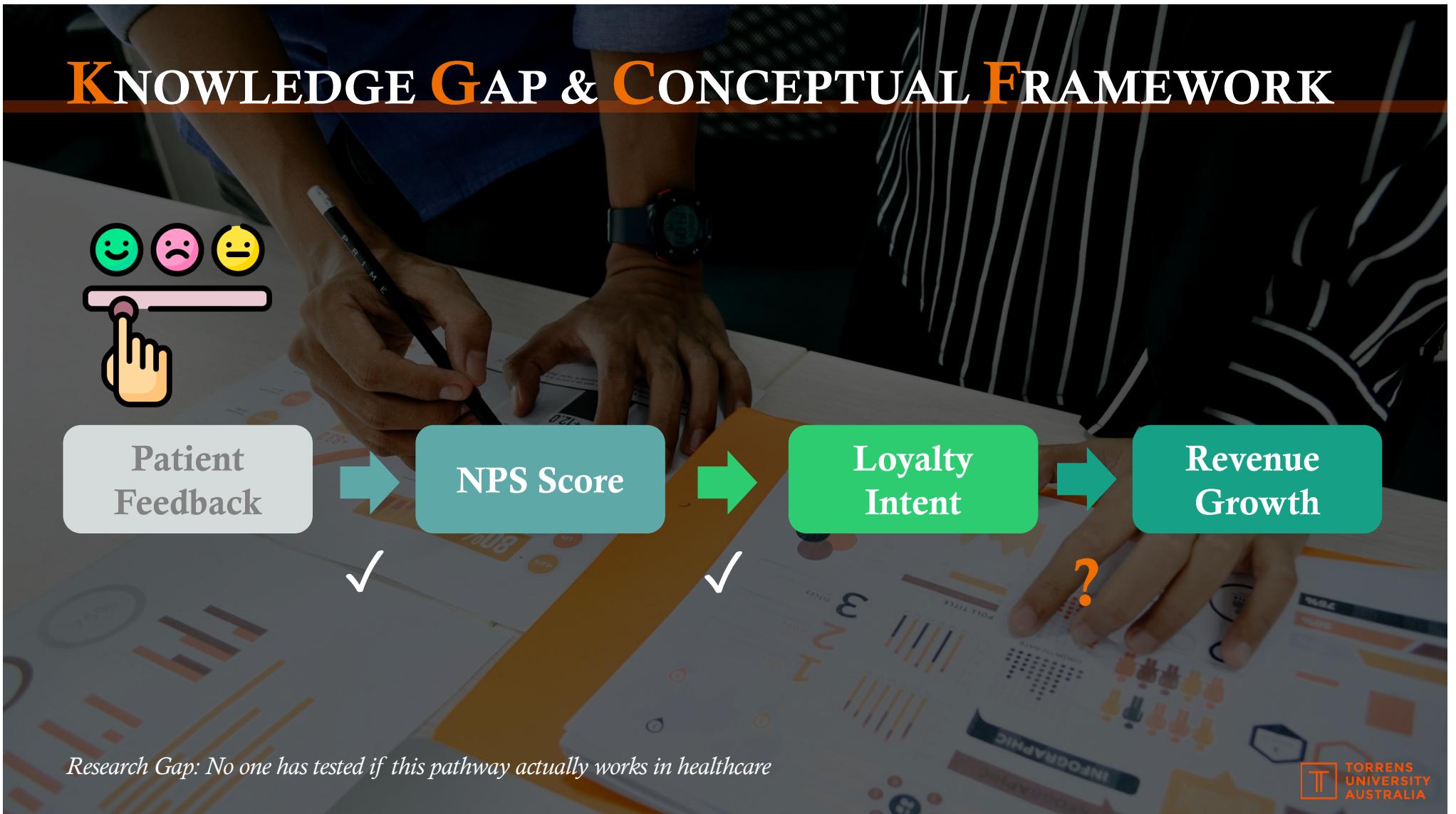
✓ Feasible

NPS → Revenue in HEALTHCARE
This Study fills this gap

X MISSING

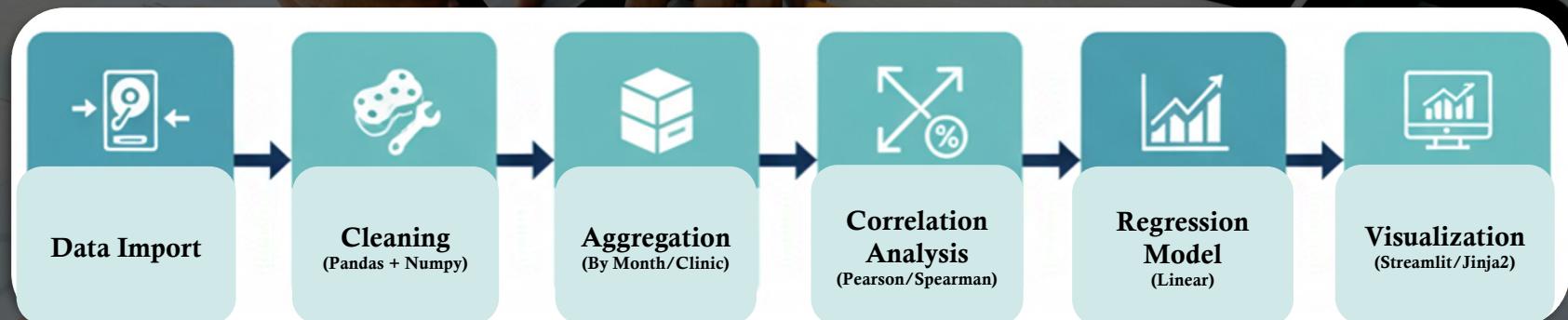
Key Gap: Assumed correlation never tested empirically

KNOWLEDGE GAP & CONCEPTUAL FRAMEWORK



PROPOSED METHODOLOGY

Quantitative Correlational Design (Pragmatic-Positivist)



Triangulation: Temporal + Spatial + Methodological

METHODS & TOOLS

Analytical Workflow:

- Descriptive Statistics (*mean, SD, distribution*)
- Pearson/Spearman Correlation (*strength + direction*)
- Linear Regression (*predictive capacity with lags*)
- K-means Clustering (*clinic behavioral segmentation*)

Ethics & Governance:

- Anonymized data (*clinic-month aggregation*)
- Institutional consent (*Pro-Corpo Estética*)
- Researcher reflexivity statement (*former collaborator*)
- LGPD + GDPR + Australian Privacy Act compliant

```
# Correlation Analysis  
correlation = df[['nps', 'revenue']].corr()  
  
# Predictive Regression Model  
X_lagged = df[['nps_t1', 'nps_t2']] # Lagged variables  
model = LinearRegression().fit(X_lagged, y_revenue)
```

EXPECTED CONTRIBUTIONS & OUTCOMES

Three Possible Results:

Strong Correlation

- Validate NPS as strategic KPI
- Simple tracking systems sufficient
- Cost-effective patient monitoring

Moderate Correlation

- Partial validation (NPS provides some signal)
- Justify AI sentiment enhancement investment
- Richer feedback dimensions needed

Weak Correlation

- Challenge NPS validity in healthcare
- Redirect to NLP-based alternatives
- Capture nuanced emotional/experiential data

Regardless of outcome, managers get evidence, not assumptions

SIGNIFICANCE & IMPACT

Healthcare Managers

Validated (or invalidated)
financial KPI.

Torreens "*Here for Good*" Ethos

Ethical data-driven decisions &
sustainable healthcare practice

Academic Research

First empirical NPS-revenue
study in healthcare context

Broader Impact

- Replicable framework for service industries
- Bridge between patient experience and business outcomes
- Foundation for future mixed-methods research

TIMELINE

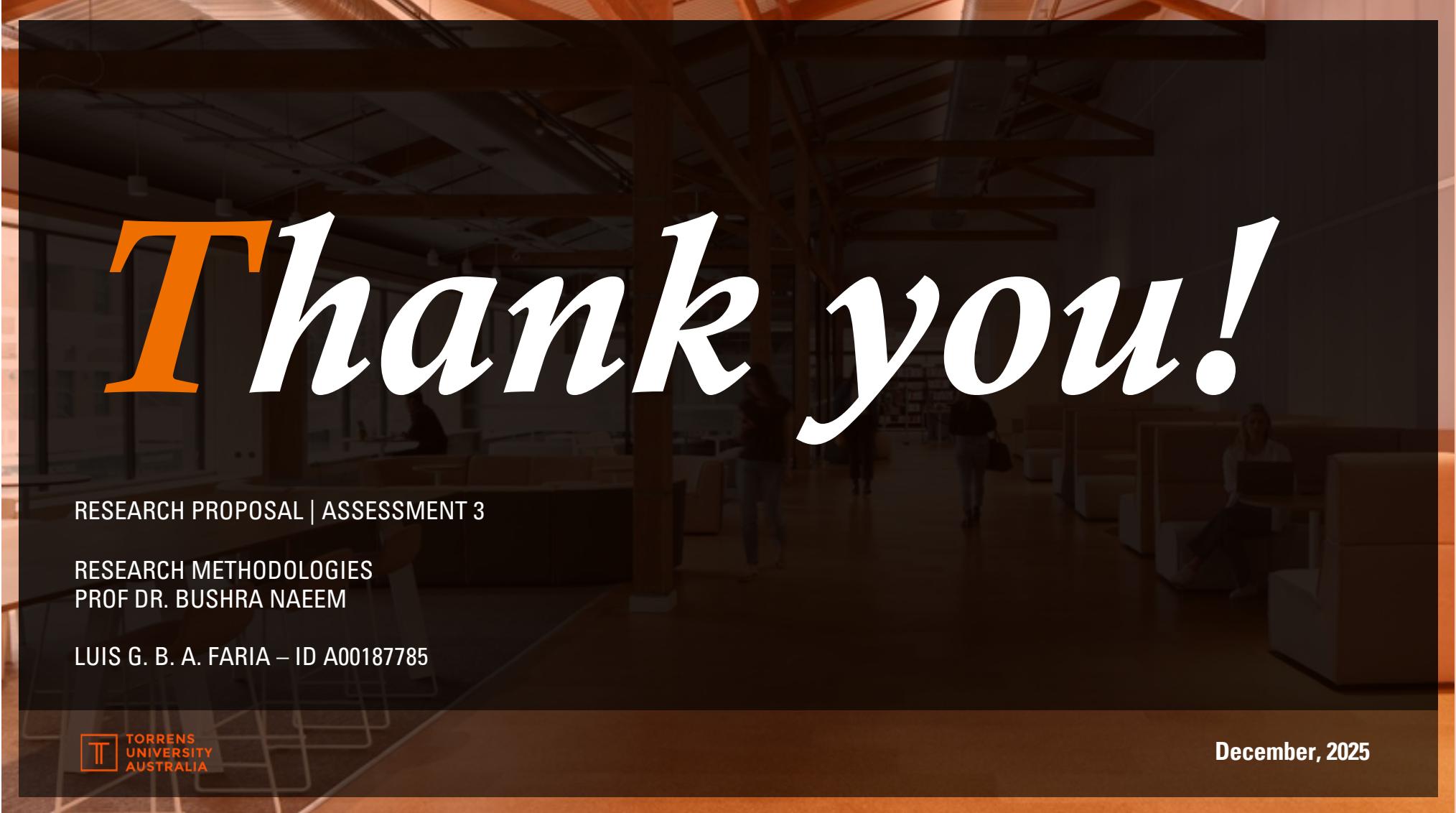
STATEMENT OF ACKNOWLEDGEMENT

I acknowledge that I have used OpenAI's ChatGPT (GPT-5) to assist in the planning, outlining, and refinement of my presentation for REM502 – Assessment 3. 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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Thank you!

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