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

Patient Experience → Loyalty (Godovykh & 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**	✗ **MISSING**

Key Gap: Assumed correlation never tested empirically

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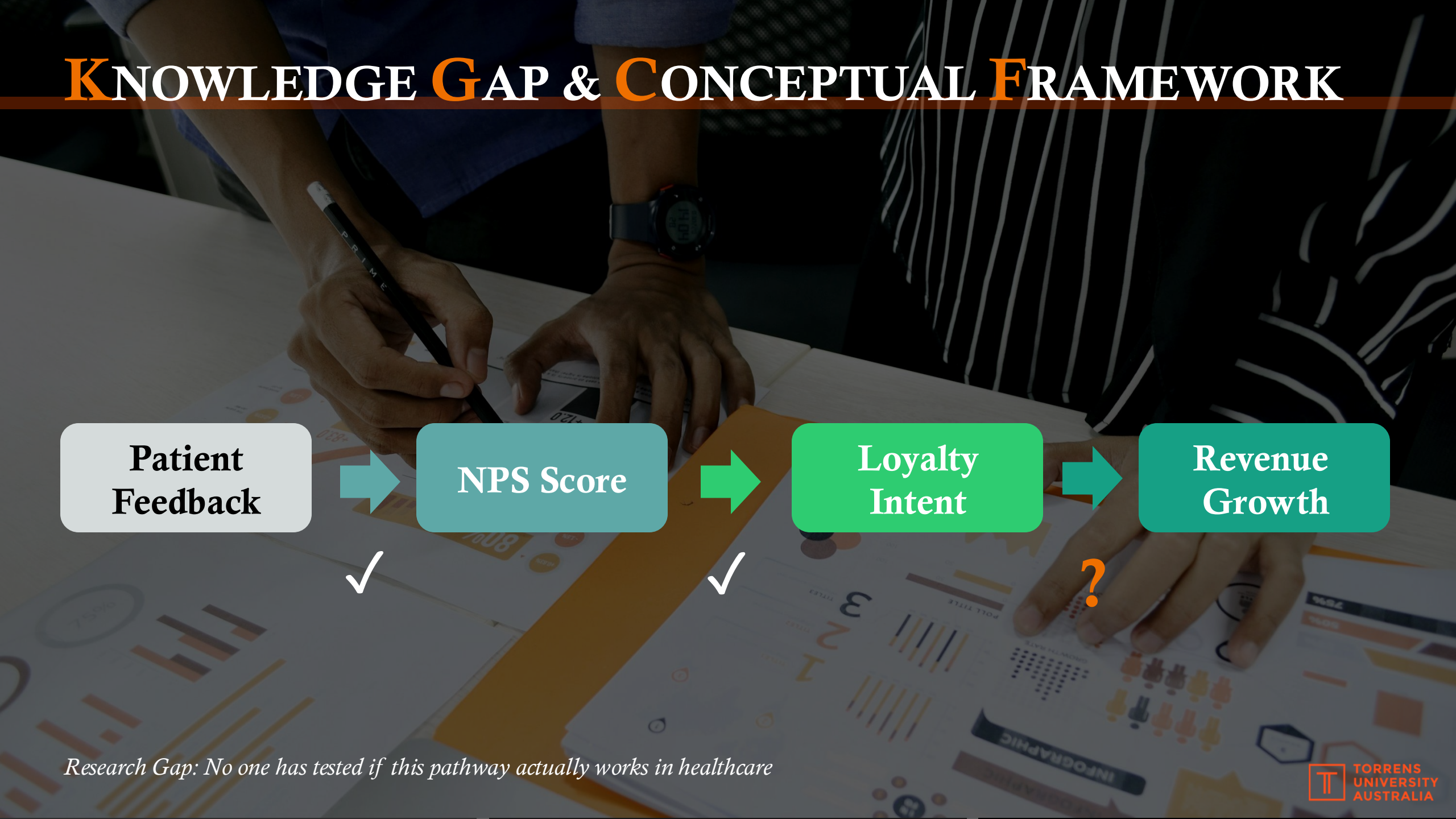
KNOWLEDGE GAP & CONCEPTUAL FRAMEWORK



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

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PROPOSED METHODOLOGY

Quantitative Correlational Design (Pragmatic-Positivist)

Triangulation: Temporal + Spatial + Methodological

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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)
```

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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 somesignal)
- Justify AI sentiment enhancementinvestment
- Richer feedback dimensions needed

Weak Correlation

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

Regardless of outcome:

→ Evidence-based decision framework

→ Quantitative foundation for AI/NLP research

→ Replicable ICT R&D methodology

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SIGNIFICANCE & IMPACT

Healthcare Managers

- Validate or challenge NPS as financial KPI
- Data-driven patient experience investment decisions
- Cost-benefit analysis: Simple NPS vs. AI complexity

Academic Research

- First empirical NPS-revenue study in healthcare context
- Quantitative foundation for AI sentiment analytics
- ICT R&D methodology for business intelligence

Torrens "*Here for Good*" Ethos

- Sustainable healthcare through evidence-based decisions
- Patient-centered care aligned with financial viability
- Responsible innovation in healthcare technology

Broader Impact

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

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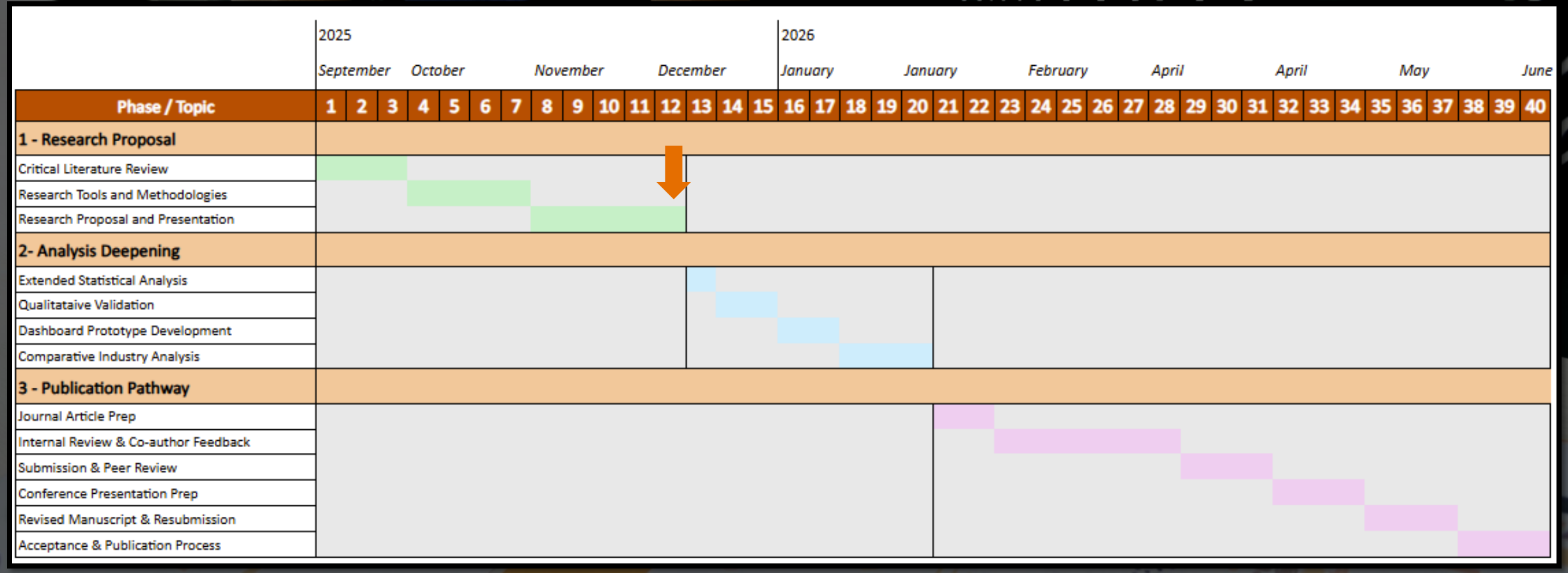
TIMELINE



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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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Thank you!

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