

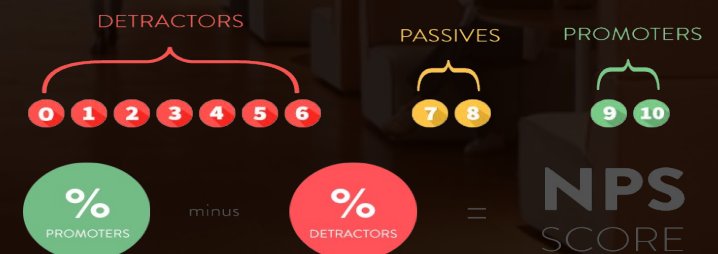
Exploring the relationship between *Net Promoter Score* and *Revenue Growth* in Healthcare Clinics

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
(Godovykh & Pizam, 2023)

✓ Established

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

✓ Validated

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

✓ Feasible

NPS → Revenue in HEALTHCARE
This Study fills this gap

✗ MISSING

Key Gap: Assumed correlation never tested empirically

KNOWLEDGE GAP & CONCEPTUAL FRAMEWORK



Patient
Feedback



NPS Score



Loyalty
Intent



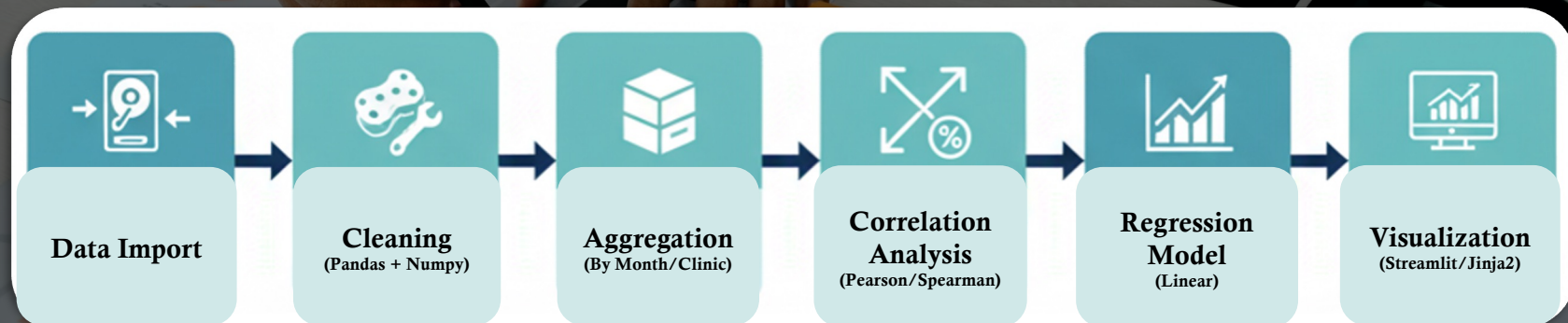
Revenue
Growth



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

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.

Academic Research

First empirical NPS-revenue
study in healthcare context

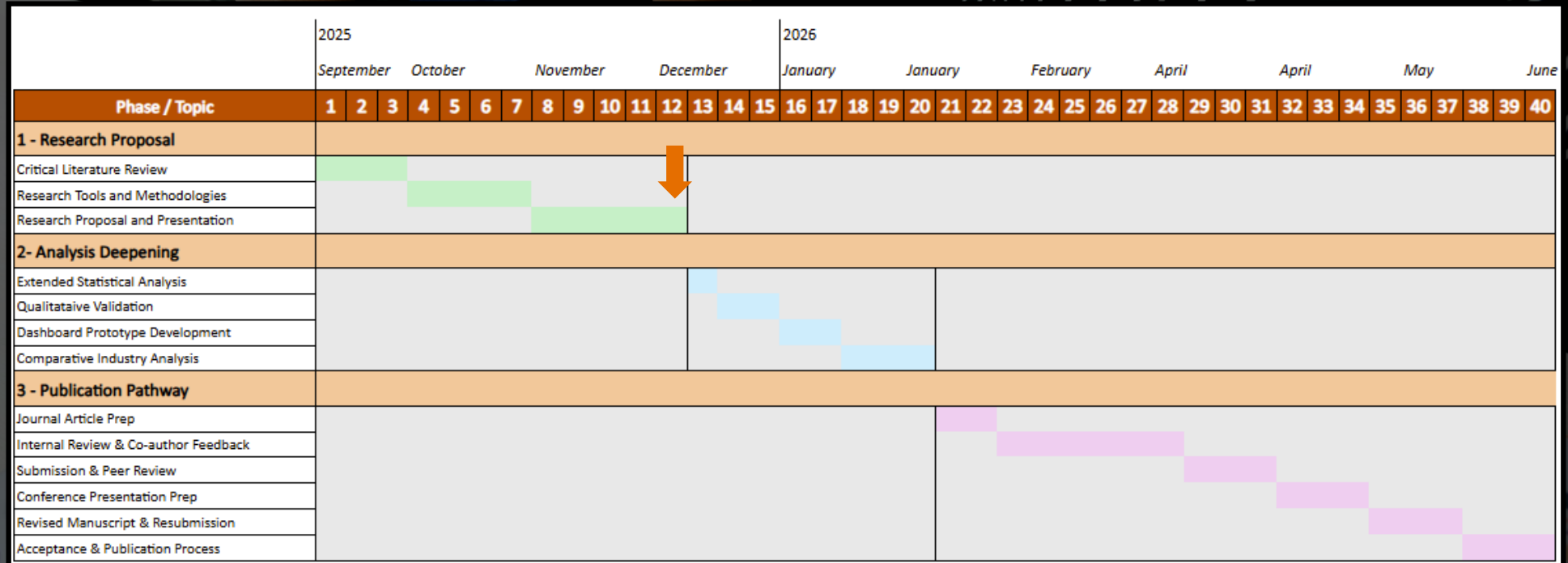
Torrens "*Here for Good*" Ethos

Ethical data-driven decisions &
sustainable healthcare practice

Broader Impact

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

TIMELINE



STATEMENT OF ACKNOWLEDGEMENT

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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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***T**hank you!*

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