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**

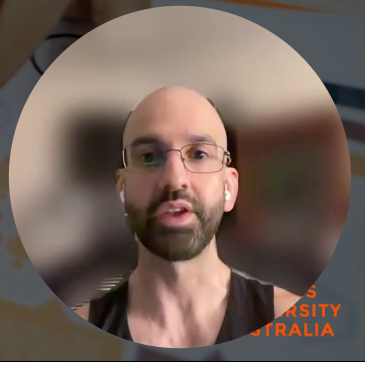
Key Gap: Assumed correlation never tested empirically

KNOWLEDGE GAP & CONCEPTUAL FRAMEWORK

Patient Feedback → NPS Score → Loyalty Intent → Revenue Growth

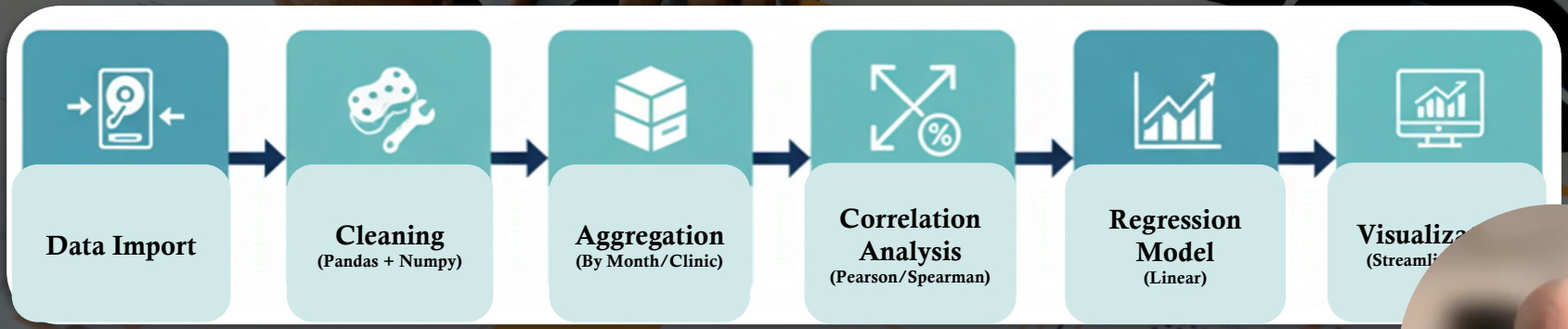
✓ ✓ ?

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

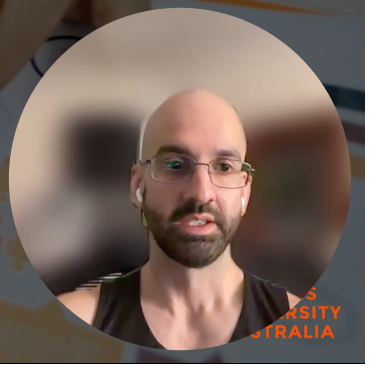
Moderate Correlation

- 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 nuancedemotional/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

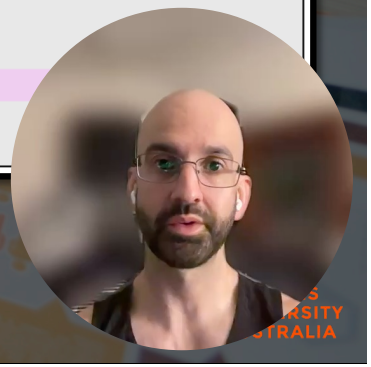
Ethical data-driven decisions & sustainable healthcare practice

Broader Impact

- Replicable framework for service industries
- Bridge between patient experience and busi
- Foundation for future mixed-methods rese

TIMELINE

	2025															2026																								
	September			*October*				*November*				*December*				*January*				*January*				*February*				*April*				*April*				*May*				*June*
Phase / Topic	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**	**27**	**28**	**29**	**30**	**31**	**32**	**33**	**34**	**35**	**36**	**37**	**38**	**39**	**40**
1 - Research Proposal																																							
Critical Literature Review																																							
Research Tools and Methodologies																																							
Research Proposal and Presentation																																							
2- Analysis Deepening																																							
Extended Statistical Analysis																																							
Qualitataive Validation																																							
Dashboard Prototype Development																																							
Comparative Industry Analysis																																							
3 - Publication Pathway																																							
Journal Article Prep																																							
Internal Review & Co-author Feedback																																							
Submission & Peer Review																																							
Conference Presentation Prep																																							
Revised Manuscript & Resubmission																																							
Acceptance & Publication Process																																							



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 thi presentation.

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Thank you!

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