

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 → This Study: 1st healthcare revenue validation

KNOWLEDGE GAP & CONCEPTUAL FRAMEWORK

Gap:

No quantitative validation of NPS–Revenue relationship in healthcare.

Conceptual Model (Figure 1):

Patient Feedback → NPS Score → Loyalty → Revenue Growth

(show flow diagram with arrows + clinic icons)

PROPOSED METHODOLOGY

What are **AI Recommender Systems?**

- **Paradigm:** Pragmatic–Positivist → data-driven evidence.
- **Design:** Quantitative correlational.
- **Data Source:** Pro-Corpo Estética (21 clinics, 2022–2025).
- **Approach Diagram:**
 - Visualise pipeline:

Data collection → Cleaning → Descriptive Stats → Pearson r → Regression → Findings.

METHODS & ETHICS

Tools & Procedures

```
corr = df[['nps','revenue']].corr(method='pearson')
```

Descriptive stats → normality test → correlation → linear regression.

Ethics & Governance

Organisational consent (see Appendix A).

Anonymised data; no personal identifiers.

Encrypted storage; GDPR + Privacy Act 1988 compliance.

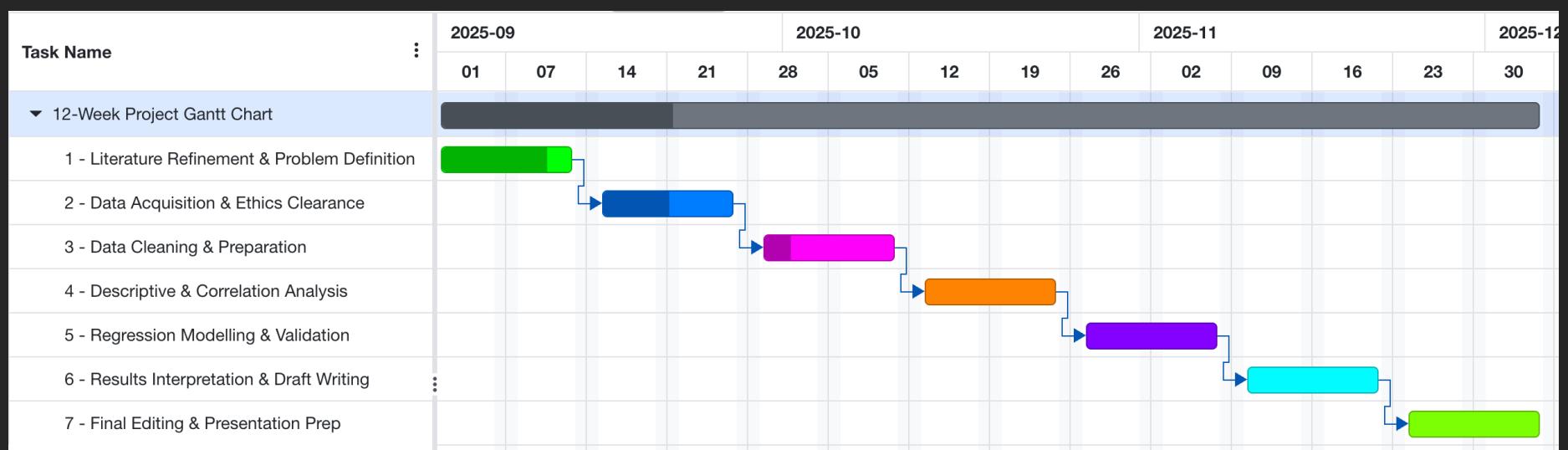
(Add shield icon + short bullet visual)

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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Thank You

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