

BENCHMARKING MEASURES IN THE ASC AND SURIGICAL HOSPITAL ENVIRONMENT

OBJECTIVES: The primary objective of these efforts is to improve the delivery of patient care in the ASC and Surgical Hospital environment. While doing so, we feel that relationships with all of your “customers” can and will be enhanced. Improved physician and staff satisfaction leads directly to improved patient care, and the profitability of organizations serving those patients.

METHOD: Research efforts are conducted through online surveys and self-administered paper surveys utilizing standard top-line measures that can be shared among all participating organizations, providing each facility and/or organization with benchmark measures to identify strengths and opportunities. In addition, each participating organization can build-in customized questions to facilitate their specific needs.

REPORTING & RESULTS: Each participating organization receives reports developed to meet their specific needs. As a part of this report, three primary benchmark measures are provided for comparison to the aggregate data collected by all participating organizations. Organizational-specific data is not presented to anyone other than your organization (see the sample chart to the right). The three primary measures are used:

- Overall Satisfaction,
- Likelihood to Recommend,
- Comparison to Other Facilities.

Additionally, an annual assessment of importance measures will be conducted on all data collected in a 12 month period.

This effort is designed to identify specific attributes that are important to the satisfaction of a population under study. The resulting data and findings will be presented to all participating organizations on an annual basis, free of charge. For example, a recent study among physicians indicated that “Employing staff that knows my routine” was much more important than “Having contracts that cover my patients”. These measures help to identify where specific opportunities exist within your organization.

For more information and examples of these measures, please visit our website at www.syndics.com/ASC.htm.

