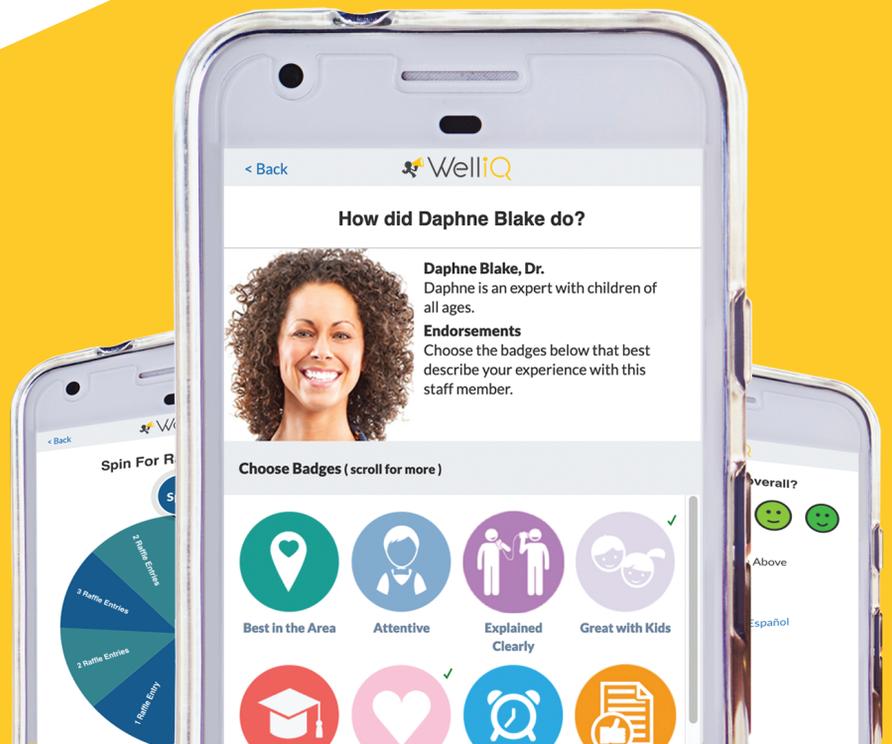
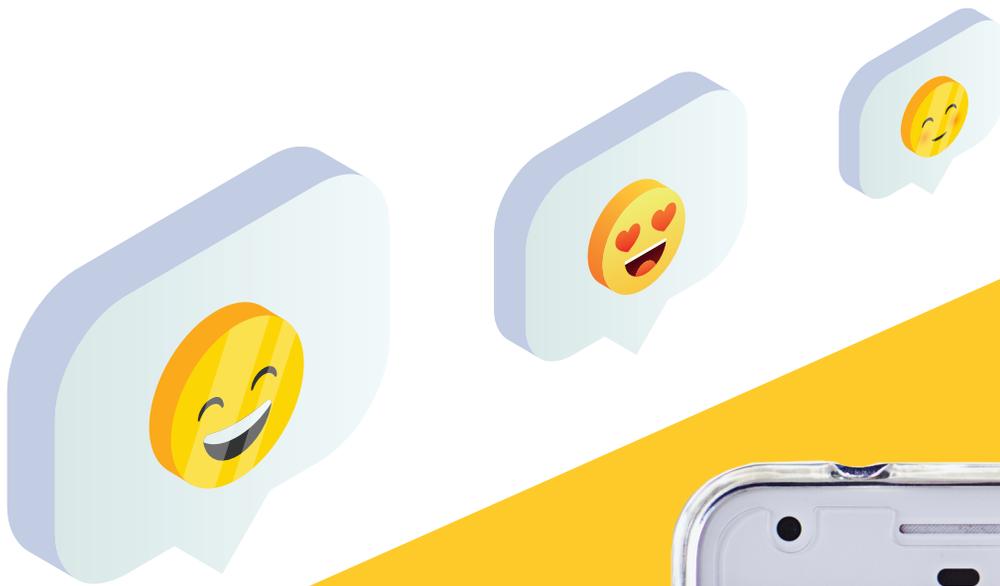




Automate Patient Feedback & Drive Profits With Well iQ

Explore how the integration between Well iQ and athenahealth provides your organization with a distinct advantage in retrieving patient feedback automatically, while driving profits through word-of-mouth marketing, reimbursements, employee engagement, and more!



Introduction



In this era of big data and machine learning, having tools to collect and analyze insights inherently important to how your practice operates, is vital to an effective and efficiently run organization.

Information such as patient expectations, employee behaviors and marketing insights are particularly important. While several studies have shown the financial benefit that this information can generate for organizations, more challenging is how to collect, analyze and apply the data to reap that value- competitively and organizationally. It is this reason that makes the automation of patient feedback so attractive.

The collection portion of the patient feedback process is a critical element because without data to analyze, profit-driving improvements are at best ill- informed. Adding a manual task to collect meaningful feedback creates an additional, unnecessary, step in the process. Similarly, the analysis process needs to be efficient, comprehensive, and most of all, useful. Ultimately, without the ability to 'close' the feedback loop attached to this data by taking action on it, the effort in procuring feedback is rendered fruitless.

As a patient feedback platform, Well iQ garners real time feedback via digital surveys that are automatically launched during or after service is rendered.

Taking advantage of tools that help facilitate the feedback process can have a demonstrable impact on the critical drivers of profit, including Marketing, Employee Retention, Patient Experience, and Programmatic Reimbursements. Your Electronic Health Record system and the Well iQ patient feedback platform have partnered to create a very innovative, and automated, integration that helps organizations drive profits. This helps organizations execute and realize the financial benefits of patient feedback data in a cost- effective, and efficient, manner that poses no disruption to normal business rhythms.

Automating Feedback with athenahealth & Well iQ



Well iQ garners real time feedback via digital surveys that are launched during or after service is rendered. The surveys are unique in that they use pictures to identify the staff with whom the patients interact and use behavioral badges, instead of questions, as a way to provide feedback. The organization chooses the badges according to the values they want to promote, and the patient is also given space to give written feedback if they choose. The practice is automatically alerted to any unfavorable survey ratings, allowing them the opportunity to recover service in real-time and preempt poor experiences leading to unfavorable public reviews. The survey capability is complemented by a real time digital dashboard that captures all the survey information for analytics and reporting; this comprehensive reporting suite includes performance insights at the facility, departmental, and staff levels, providing real time data by location.

Automating Feedback Continued



From an effectiveness perspective, the visual nature and complete multi-lingual offering of the surveys makes them extremely easy to complete. The surveys are opened on average more than 2x other surveys, they are completed at rates of over 90%, resulting in 15 to 20% of surveys leading to public reviews on sites such as Google. There are also several "Reputation Management" tools built into the Well iQ Platform that help practices manage, monitor, and respond to reviews, which is an important process for optimizing the power of word-of-mouth advertising and driving Return On Investment.

athenahealth partners with healthcare organizations across the care continuum to drive clinical and financial results. Their teams build modern technology on an open, connected ecosystem, yielding insights that make a difference for their customers and their patients. The Well iQ integration with athenahealth is unprecedented and makes the entire patient feedback process seamless on the front end for the client (and the patient), in addition to automating the back end for the administrators.

Surveys are automatically sent to the patient whether their visit is virtual, in person, or via a Kiosk. The completed survey results are then, optionally, put back into the Patient Record, which allows the practice to be proactive to patient needs and expectations, as well as run reports, all within the athenahealth interface. Clients can also review survey results before releasing to the patient record if they choose. There are no additional costs to athenahealth clients to implement the integration and the entire process can take less than 2 weeks.

+300%

**Increase in
Google Reviews**

+90%

**Survey
Completion Rate**

Patient Experience



This is certainly one of the most obvious focuses for driving profit, as it is directly tied to the rate of attracting new patients and keeping them (I.E. top line revenues), but it can also be one of the most complex. There are many aspects that go into creating a positive patient experience, and surprisingly, many of them are not directly related to the care the patient receives. Every touchpoint impacts experience, so it is important to understand what is happening at each one. If positioned properly, feedback can help drive this understanding; if you ask, you don't have to guess. Everyone in the organization- patient facing or not- needs to understand how they impact the patient experience.

The challenge with asking for feedback is that it often does not consider the terms under which a patient may wish to give and share their feedback. Furthermore, when feedback is requested a long time after service has been given, not only is the patient burdened with having to recall their experience, but the organization is robbed of the ability to

Patient Experience Continued



address the feedback quickly, thus losing the opportunity to show the degree of importance they put on the patient experience. The other aspect that can be missed in the feedback process is the importance of how comprehensive the feedback is, and how best to collect it. In order to optimize the process, the feedback must be thorough and the methodology convenient. We know that Patient Experience is directly tied to Marketing as it is the 'catch' to Marketing's 'pitch,'. In the same way it is tied to Marketing it is also tied to Employee Engagement.

Empowerment and shared accountability are fundamental elements in the foundation of Well iQ. We empower the patient by asking for their feedback on every step of their experience- from reception, to discharge. This enables the patient to impact their entire journey at the organizational, departmental, and the staff level. Well iQ's focus on staff performance not only drives the bond between staff and patient, it provides specific feedback that the organization can use to recruit, train and recognize staff. We understand that the Patient Experience cannot be improved unless it can be measured. Hence, the reports available in our platform's Administrative Dashboard provide data upon which these actions can be based. The impact can help create a culture of recognition, improvement and pride that will drive accountability.

Top Department By Engagement	November	Top Staff By Engagement	November
 Facility	189	 Nancy Sutherland	190
 Reception	170	 Cindy Noonan	170
 Physicians	122	 Dalton Santos	132
 Medical Assistants	88	 Barbara Silver	122
		 Fran Ma	101

Employee Engagement



While this area of Healthcare has long been challenged by high turnover rates (ref-in some cases upwards of 20%, or near double certain industries), recent strains on Healthcare environments have catapulted this issue to the forefront of Healthcare CFOs priorities. The cost of replacing one Healthcare worker can approach \$160k (Becker Hospital CFO Report), making employee retention a huge profit generator. And, while recognition and reward has been a proven way to engage and retain employees, the process for implementing it has proven elusive. This is due to several reasons, the most important of which is perhaps the source of the recognition.

Many organizations deploy myopic, top- down performance appraisal processes which do not take into account patient feedback, partner feedback or peer feedback. This results in contrived recognition and reward schemes that do little to encourage the company values and more to support a narrow, internal assessment that has little to do with tying effort to results. Not only does this alienate staff, given the current population shift to Millennials, more staff are prone to leave and seek companies that have cultures focused on more comprehensive approaches to this problem. The percentage of Millennials who point to recognition and reward as a driver of loyalty is 85% (hr.blr.com). Thus, we can conclude that ignoring this can be extremely expensive for organizations. Staffers are looking at employment as a contract for what they expect in return: advancement, recognition, learning and fulfillment.

Employee Engagement Continued



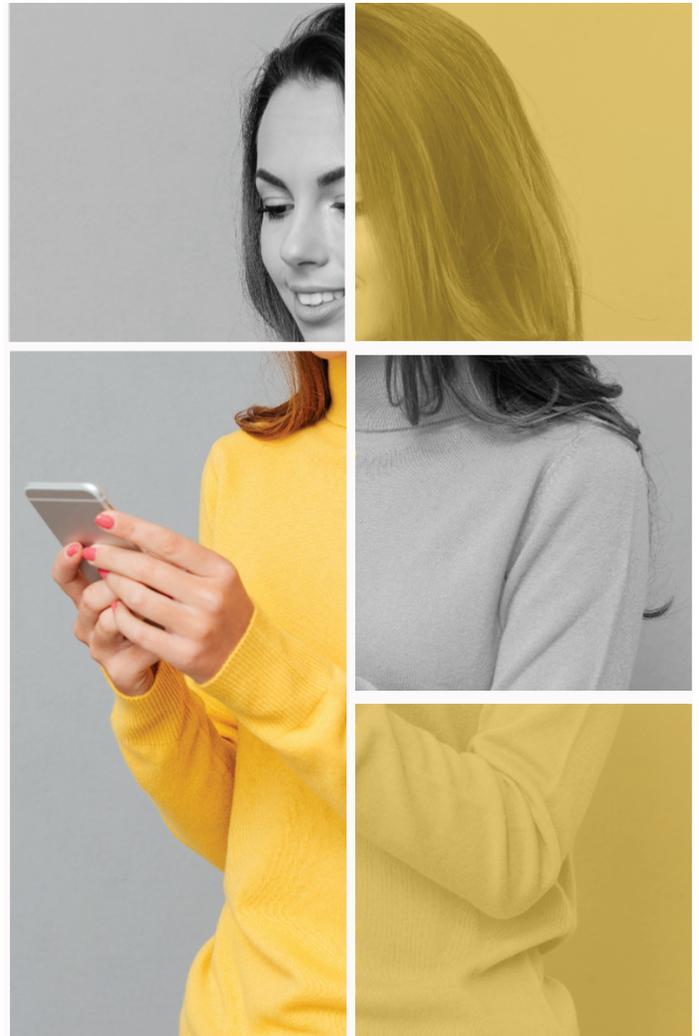
Well iQ specializes in acquiring patient feedback on staff performance. Each survey emphasizes identifying all staff encountered along the patient journey and requests specific behavioral feedback on those staffers. This dynamic strengthens the bond of dependency between these two groups of 'customers' by empowering them to impact outcomes and creating shared accountability. The Administrative Dashboard then captures all of that data and provides valuable insight on performance that serves HR requirements in terms of recruiting, training, and of course retention. This data serves as the foundation of recognition & rewards efforts that have been proven to reduce the hard and soft costs of employee turnover.

Marketing

This is an area that has challenged Healthcare for quite some time but is now a competitive mandate as consumerization drives low switching costs, high choice and easily obtained information. As a result, efficiency becomes the objective for marketing spends, and while many established Healthcare institutions earmark 1% of operating budgets for marketing (AZ Central), whether those marketing methods are traditional or digital, they must be measured in order to be taken advantage of, and of course, they must be effective in order to produce favorable ROI.

One the most effective forms of marketing has always been word- of- mouth marketing (WOMM). Public Review sites have emerged as one of the most impactful methods for WOMM. These sites not only drive tremendous amounts of traffic, but consumers refer to these sites prior to choosing goods and services more than 97% of times (PowerReviews). patients are prone to share their experiences and be part of improving it for not only themselves, but others. Reputation management has emerged as a giant industry focused on organizations manage their review process. Studies (meetsoci.com) show that a 1% improvement in public review site ratings translates to 39% in revenue growth and each additional review can lead to a .04% increase in revenue. Thus, this type of marketing is not only powerful, it returns measurable profits.

Every Well iQ survey ends with a suggestion that the patient either leaves a public review or allows the practice to address any unfavorable feedback before doing so. Based on the premise that people will provide positive feedback if given an easy way to do so, Well iQ is driving 300% increases in the number of overall and 5- star Google review; double digit Google rating percent increases and the endorsement badges used in the surveys are driving much of the narrative in the public reviews. It is this impact on the recency, quality and quantity of reviews that is the key to its quantifiability. The company has added state of the art Reputation Management analysis, tracking and responding functionality to further enhance the platform's value. At less than \$25 per provider per month, Well iQ produces Marketing results at a fraction of its cost. And that's just part of the platform's value.



Programmatic Reimbursements

The final, important element in using feedback to drive profits, is that it helps Healthcare Organizations maximize their Medicare reimbursements. And can help them comply with other programmatic incentives regionally and nationally (I.E. NCQA, PCMH). CMS did its part in putting the Patient Experience front and center by shifting from volume- based compliance criteria to value- based compliance criteria. The focus on value- based immediately emphasized the need to get quantitative and qualitative feedback on Patient Experience. One of the programs CMS implemented is called MIPS.

This program allows practices to earn up 9% bonus reimbursement for all Medicare claims they process, if they meet the criteria for obtaining patient feedback. While the methodology for collecting this feedback is not limited to anyone, the frequency, quality and consistency of methodology is required. It also can't be ignored, because if it is, the 9% can come in the form of a penalty for all claims processed. Well iQ meets all of the CMS requirement points for MIPS compliance (15 of 30), so simply implementing our platform achieves this requirement.

Summary

Well iQ is an extremely cost effective tool that not only affords organizations all of the aforementioned financial, organizational and competitive benefits but is available as an integration with your EHR, making it extremely seamless to implement into any existing framework. Our effectiveness can be summarized in the following KPIs of our customers: 300+% increase in Google 5 star reviews; 200+% increase in # of overall Google reviews; 400+% increase in Google ratings; 25% survey open rates; over 90% survey completion rates. Please contact us for more information.



Any Questions?

Contact us now!

Patients Know Their Being Heard.
Employees Know Their Being Valued.



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