

# TRUTHPOINT

Ask. Listen. Get Better.

## A PRESCRIPTION FOR PATIENT-CENTERED CARE

Improved patient satisfaction and care quality  
through real-time patient feedback

### THE PERFECT STORM

A slowing economy. Decreasing admissions. More demanding consumers. Increasing competition. Changing reimbursement.

All converging to drive the need to improve patient satisfaction... but so too are your reasons for choosing to be a healthcare professional: To make a difference. To care for your community. To be part of a team committed to providing the best possible care.

### TRUTHPOINT CAN HELP

Like a carpenter's tape measure – TruthPoint is a tool that provides your quality and nursing teams with critical and easy-to-understand real-time information they need to ensure high levels of customer satisfaction and help build a care delivery system of the highest quality.

### Effective

TruthPoint is a software-based, point-of-care tool for obtaining real-time patient feedback. Inviting feedback improves patient response rates. Multiple language options help gain feedback from the entire population you serve. An optional alert function helps facilitate service recovery prior to discharge. Daily patient comment reports reinforce great care – and recognize great caregivers – while helping to identify improvement opportunities. Weekly statistical and monthly trend reports provide rapid feedback on the effectiveness of improvement initiatives.

### Flexible

TruthPoint is easily adapted to all patient services within clinics and hospitals. What is important to the Emergency Department may not be a focus in Outpatient Surgery. What is not working well today, improves. Priorities change. While questions that measure satisfaction remain consistent – questions that yield insights to improving care quality evolve as past challenges are solved and new improvement opportunities are identified. TruthPoint survey questions are department-specific and easily changed.

### Easy-to-use

TruthPoint is simple for patients to use, allowing your staff to focus on care delivery, not technology. Because TruthPoint is delivered as a service, implementation is a snap and IT involvement is minimal. And at an average cost of 50 cents per survey – TruthPoint makes perfect financial sense.

*"TruthPoint is extremely easy for patients to use and our staff to administer. The TruthPoint staff is great to work with and have made the implementation a snap. We are excited to grow the program across our campus."*

*Solveig Dittmann, RN  
Director of Performance Improvement  
Regina Medical Center*

*"Patient feedback through TruthPoint has been used by our best department managers to help create a patient-centered environment of care that has resulted in some of the highest patient satisfaction ratings in the nation — and of which I am very proud!"*

*Deb Brisch-Cramer, RN, MA  
Vice President & Chief Nurse Officer  
Hudson Hospital*

### TRUTHPOINT APPLICATIONS

- Inpatient
- Outpatient Surgery Center
- Emergency Department
- Medical Imaging
- Physical Therapy
- Medical Imaging Lab
- Family Practice
- Specialty Clinics

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For more information please contact a TruthPoint representative • Phone: 952.934.7533 • [info@truth-point.com](mailto:info@truth-point.com)  
[www.truth-point.com](http://www.truth-point.com)

# TRUTHPOINT BENEFITS

## Improve Customer Satisfaction

- Asking for feedback demonstrates to each patient that you care about their satisfaction – and this alone can lead to a perception of improved care quality and higher satisfaction scores
- Engage TruthPoint's optional paging function to allow service recovery representatives and managers to learn about and rectify key concerns prior to patient discharge
- Reinforce your patient/family-centered care delivery model by seeking and using patient feedback to improve care and satisfaction of future patients

*Would-recommend scores at one client hospital increased from 88% to 98% over two years with TruthPoint as a key component of the hospital's service excellence program*

## Increase Market Share and Grow Revenue

- Improve customer satisfaction with TruthPoint to positively impact customer retention, patient referrals to friends and family—and physicians referral choices
- Improve key HCAHPs quality and satisfaction measures and influence hospital-of-choice decisions of patients who research their best-care alternatives
- As CMS's Value-Based Purchasing initiative expands – increase hospital bonus payment by improving care quality

*The average wronged customer will not only fail to return to your facility, but will tell approximately 25 people about their poor experiences - HFMA, Zimowski 2004*

## Improve Staff Engagement and Retention

- Physician-specific patient feedback provides physicians with the insights necessary to improve their communication and care practice
- Patient feedback highlighting exceptional care – and great caregivers – improves staff moral and establishes a healthy competition for recognition
- Immediate feedback from TruthPoint helps to empower staff to make rapid cycle improvements which positively impacts staff engagement

*Nursing turnover was reduced at one client hospital from 12.9% to 5.1% over 18 months in part through a TruthPoint-enhanced focus on providing excellent care*

## Improve Care Quality and Reduce Costs

- Identify key customer concerns through TruthPoint's paging feature and address concerns before discharge to reduce service-related revenue write-downs
- Use physician-specific TruthPoint patient feedback to improve physician communication and reduce malpractice claims due to poor physician-to-patient communication
- Reduce never-events by obtaining immediate feedback on patient perception of staff hand washing, medical identification checks and falls exposure

*A one standard deviation increase in quality can lead to a 2% increase in operating margin - Harkey and Vraclu 1992.*

