

PATIENT SATISFACTION: IT'S IN YOUR HANDS



The healthcare industry is faced with two simple facts – the need to cut costs while maintaining high quality services. Patients, employers, business groups, health plans, and insurers are scrutinizing the delivery of care from both a quality and cost perspective.

Among other quality measurements, Patient Satisfaction surveys are a critical component in monitoring quality of care and will help you gain and retain patients.

Paul Summers, a leading authority on Patient Satisfaction surveys, estimates that an average patient's lifetime value is worth approximately \$75,000 to a practice. Pearson NCS has several solutions that can deliver a Return on Investment, over and over, by saving just one patient. An automated survey process removes the cost of manual hand-keying, and provides a survey option that is less costly than an outsourced solution.

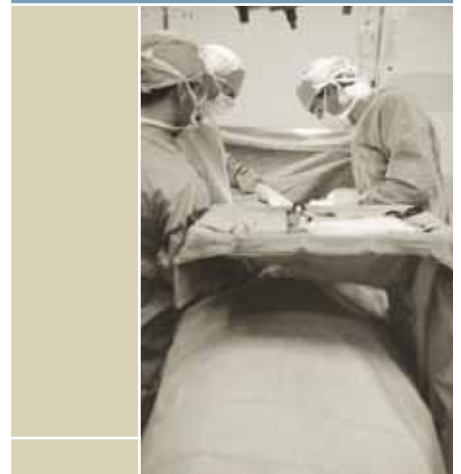
It's Real and Immediate

We work with thousands of healthcare customers every day. We have significant experience in surveys; in fact, we have been conducting the Harvard Medical School Nurse Health Survey for the last 20 years. You also may have seen our NCS Docuscan™ patient encounter solution in your office.

Pearson NCS has Patient Satisfaction survey solutions that your office can implement today. Our products automate the survey process, allowing you to survey anytime you want - daily, weekly, monthly, quarterly or annually. It's automated and it's in your hands.

We Offer the Following for Your In-House Solution:

- **Survey Software.** We have four survey software options to meet a variety of needs. These products not only provide the ability to build surveys, but also work with our data collection technology to fully automate your solution.
 - SurveyTracker Plus E-Mail/Web® with Patient Satisfaction questions available
 - NCS Survey™
 - Remark Classic OMR®
 - ScanTools® software used in conjunction with SPSS® or SAS® analytical software programs

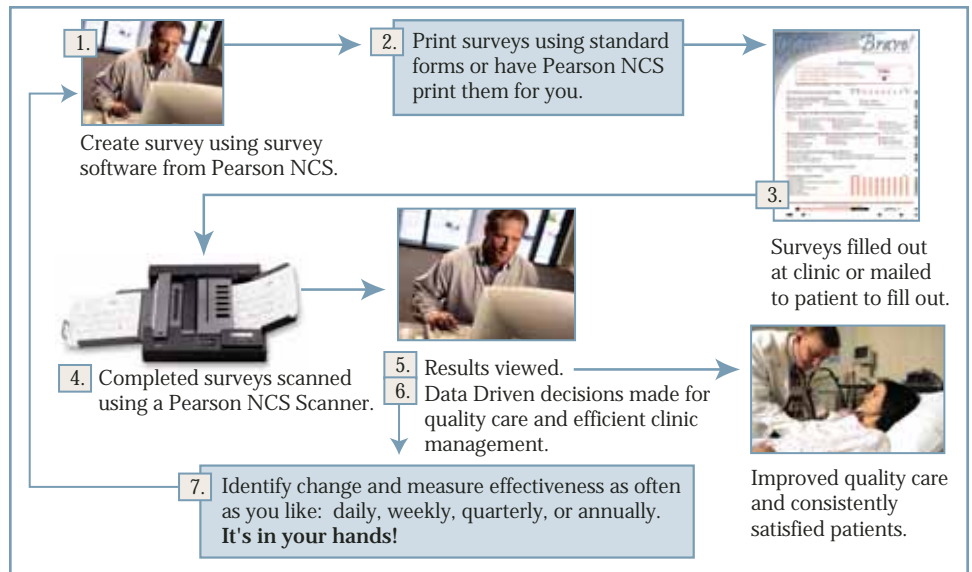


- **Optical Mark Read (OMR) and Imaging scanning hardware.** From the smallest to the largest survey project, we have the hardware to make your survey process quick and accurate for effective and timely results.

- EzData™
- OpScan®
- OpScan iNSIGHT™
- 5000i®

- **Scannable Forms.** Pearson NCS has developed an effective, proven process for the production of scannable forms. Used with electronic data collection processes, Pearson NCS' scannable forms solutions can help you successfully execute your surveys. Our form solutions improve response rates, speed, accuracy, and ease of use.

Measuring Patient Satisfaction does not need to be a daunting process when using the right methodology. Call Pearson NCS today to find out how you can implement an automated Patient Satisfaction survey solution.



Case Study

One of our pediatric customers conducted a patient survey and found waiting times were causing significant stress for parents of young children. The clinic had done everything possible to lessen the doctors' workload and did not want to lessen the time spent with patients. Also, allowing the doctors' substantial visit time was a core principal to their practice.

The clinic identified two things with the potential to make waiting less stressful. First, they moved the patients out of the waiting room and into exam rooms as soon as available. Secondly, they added significantly to their reading material and toys in both the waiting room and the exam rooms.

The best part of the solution was that with the Pearson NCS survey answer, they were able to survey two months after implementation to view the results of their changes. To their surprise, the changes worked far better than they imagined and had improved the satisfaction levels from "poor" to "satisfactory." That was an improvement they needed and having an in-house survey process allowed them to effectively measure the change.



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