

Real-Time Feedback, Real Results: Building a High-Performing ED Culture to Increase Patient Satisfaction

Executive Summary

The Emergency Department (ED) at our partner Critical Access Hospital (CAH) has demonstrated exceptional and sustained success in patient experience, consistently exceeding the internal benchmark of on the **Rate My Hospital (QR Score)** metric over a three-year period (). This achievement reflects a culture prioritizing communication, timeliness, and compassionate care, which are directly measurable through real-time patient feedback. The ED team's commitment to quality has resulted in measurable year-over-year improvement, culminating in a increase in average patient satisfaction scores since .

The Metric: Defining and Measuring Success

To quantify the patient experience, the ED team utilizes the **QR Score** (also known as Q Review), a real-time satisfaction metric collected by the Rate My Hospital platform. This mobile-based survey is distributed shortly after a patient's visit, capturing immediate feedback across key service domains:

- **Provider Communication:** Clarity and empathy in discussions about diagnosis and treatment.
- **Wait Time:** Patient perception of registration and time-to-provider.
- **Empathy and Professionalism:** Staff demeanor and compassionate interaction.
- **Overall Satisfaction:** The patient's holistic evaluation of the visit.

Scores are reported on a -point scale, with the CAH's internal benchmark for excellence set at .

The Performance Trajectory: Consistent Growth ()

Analysis of the QR Score data reveals not only the consistent attainment of the benchmark but also a clear trend of continuous quality improvement.

Key Findings:

1. **Sustained Benchmark Achievement:** The ED has maintained a score above the benchmark every single month throughout the three-year data period (), demonstrating resilience and reliability in service delivery.

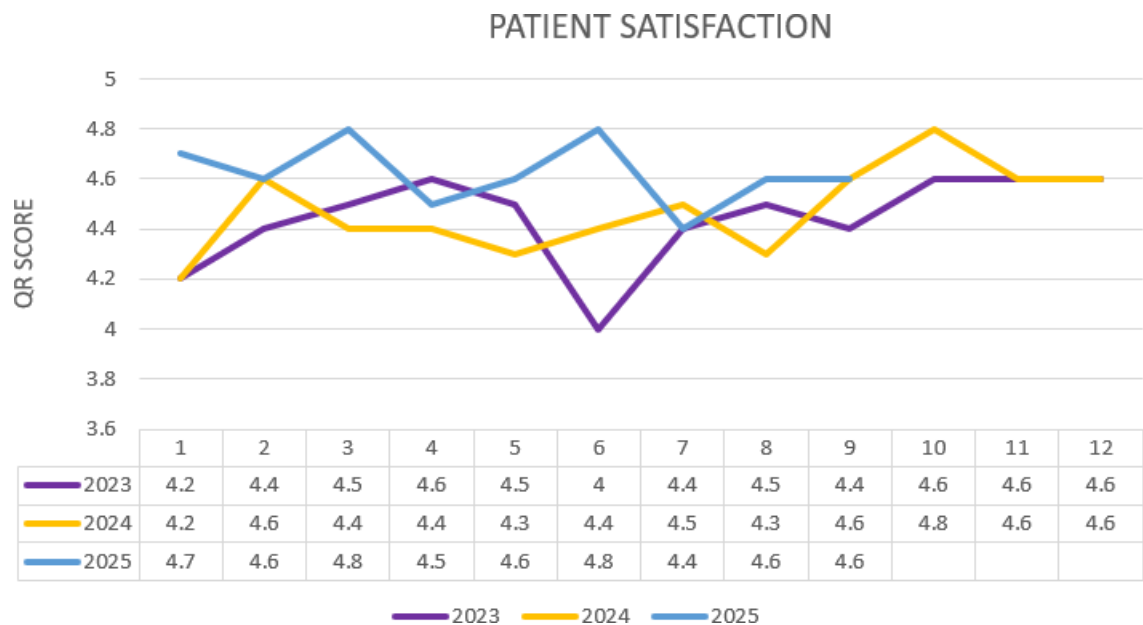
2. **Year-over-Year Improvement:** The average annual QR score has shown consistent growth:

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(YTD) Average: This represents an overall increase of approximately from to , significantly outpacing the already strong baseline.

3. **Peak Performance:** The highest scores recorded in the dataset reached in March and June of 2025. This confirms the team’s ability to achieve near-perfect patient satisfaction ratings under operational conditions.



Drivers of Success: Strategic Pillars

The ED team's high performance is not accidental; it is the direct result of a focused strategy rooted in patient-centered care principles:

1. Focused ED Leadership

The emergency providers and leadership team have made clear communication, timely intervention, and compassionate service non-negotiable priorities. By consistently emphasizing these key drivers of the patient experience, the leadership creates an environment where staff are empowered to deliver superior service.

2. Real-Time Feedback Loop

The integration of the QR Score data provides a crucial feedback mechanism. By receiving satisfaction data immediately following a patient's visit, the team can analyze specific pain points and successes, enabling **rapid, targeted improvements** to workflow, scripting, and service delivery on a weekly or even daily basis.

3. Strategic Value to the Hospital

Consistently exceeding quality and satisfaction benchmarks reinforces the CAH's reputation within the community, increases patient trust, and aligns the ED with critical value-based and quality-based reimbursement initiatives. The ED team is a vital asset in the hospital's overall financial and community health strategy.

Conclusion

The sustained improvement and high baseline performance of the ED patient satisfaction scores affirm the team's dedication to service excellence. The transition of the average score from to demonstrates that operational rigor and patient-centric focus can translate directly into highly valued and recognized care. This success sets a new standard for service quality within the critical access environment.