

Category 5. Innovative Leadership in Managing & Monitoring Patient Satisfaction

Objective: To reward hospitals that exhibit **advanced, proactive, and leadership-driven approaches** to capturing, analysing, and acting on patient feedback. The objective is to assess how satisfaction data is translated into real improvements and strategic service enhancements.

- 1. Survey Design & Frequency**
 - Survey administered at discharge and post-care
 - Separate surveys for OPD, IPD, ICU
- 2. Response Rates**
 - Survey response rate monitored
 - Strategy to improve low response areas
- 3. Technology Use**
 - Use of tablets, QR codes etc. for feedback
 - Real-time dashboards to monitor scores
- 4. Feedback to Action**
 - % of complaints closed with corrective actions
 - Department-wise action plans documented
- 5. Leadership Review**
 - Monthly review by CEO/COO/MD
 - Trends presented in board/management meetings
- 6. Transparency**
 - Display of patient satisfaction scores in waiting areas
 - Sharing feedback trends with staff
- 7. Recognition Based on Feedback**
 - Employee recognition tied to positive feedback
 - Staff training initiated based on negative feedback
- 8. Multichannel Collection**
 - Feedback collected online, offline, verbal
 - IVR or chatbot feedback enabled
- 9. Department-Wise Dashboards**
 - Unit-level breakdown of satisfaction scores
 - Top 3 and bottom 3 areas identified monthly
- 10. Benchmarking**
 - External comparison of patient satisfaction scores
 - Participation in NABH/NQAS or similar benchmarking