

What are website visitors saying about their experience with your hospital?

As an option to the standard gSightSM offering, you can add a verbatim analysis and reporting package that provides an intelligent interpretation of feedback received from the open-ended questions on the gSight survey.

By analyzing and grouping customers' comments, you'll be able to identify key areas that require your attention. Comparing data from your verbatim analysis with the other data collected via your surveys will help you better understand your visitors and identify key pain points and possible solutions more quickly to improve the digital patient experience.

Continuous verbatim reporting will be provided at a mutually agreed upon cadence. The report will provide a summary of focus areas for improvement and the frequency of similar comments (billing, location, physician directory, etc.) as well as the individual verbatims.

The report will include the following variables:

- Date of survey
- Stars rating
- Reason for visit
- Difficulty
- Verbatim – service alerts highlighted in red, if contact with visitor is needed ASAP
- Code library developed



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FOR MORE INFORMATION

To schedule an introductory call or for more information, email Melinda McDonald at mmcdonald@greystone.net or call (913) 485-6956.