



EXECUTIVE BRIEF

TRUST ACTIVATION

Building trust across the care journey.

Engaging communication. Activating the next right action.



EXECUTIVE BRIEF

FROM PATIENT FEEDBACK TO REAL-TIME EXPERIENCE ACTIVATION

How PatientEXP helps health systems deploy proven solutions, co-design innovation, and build trust across the care journey.



DEPLOY TODAY — Proven activation solutions



CO-DESIGN TOMORROW — Tailored innovation around local priorities

DISCONNECTED SIGNALS. DELAYED ACTION.

Health systems have more patient feedback than ever—but insight often arrives after the moment has passed.



SIGNALS



Surveys



Comments



Reviews



Grievances



Access Data



Call Center



Portal Activity



Workforce Input



Operational Metrics



THE MOMENT PASSES

Teams receive reports after the opportunity to intervene.



INSIGHT STAYS FRAGMENTED

Leaders struggle to connect patient, workforce, and operational signals.



ACTION IS UNCLEAR

Knowing what happened does not define what should happen next.



Patients tell us where trust breaks down.



Leaders need insight in time to act.

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THE OPERATIONAL PARADIGM SHIFT



Move beyond delayed feedback. Activate trust in real time.

FROM REACTIVE REPORTING TO PROACTIVE OPERATIONS

TRADITIONAL FEEDBACK MODEL			REACTIVE
	CORE WORKFLOW	Collect feedback → report trends → discuss opportunities → hope action follows	
	DATA VELOCITY	Retrospective reports arrive weeks later.	
	STAFF IMPACT	Static dashboards add burden—not action.	

PATIENTEXP ACTIVATION MODEL			PROACTIVE
	CORE WORKFLOW	Detect signal → understand opportunity → engage → activate the next action	
	DATA VELOCITY	Real-time signals captured at the point of origin.	
	STAFF IMPACT	Automated, context-aware loop closure supports teams.	



THE EXECUTIVE OPPORTUNITY

BECOME ARCHITECTS OF TRUST

Lead trust-building operations and experience innovation—not survey management.

SIX QUESTIONS THAT TURN SIGNALS INTO ACTION

01.	02.	03.	04.	05.	06.
					
WHERE?	WHO?	WHAT NEXT?	DEPLOY	CO-DESIGN	PROVE
Where is trust breaking down across the care journey?	Which signals reveal a patient or team needs support?	What communication or workflow should be activated next?	Which proven solution can we put into operation now?	What tailored solution should we build together?	Did the action improve the clinical or operational outcome?



STRATEGIC DIRECTIVE

Move from delayed feedback to real-time experience activation.

ACTIVE SOLUTIONS. PROVEN USE CASES.

Move faster with tested experience activation workflows.



BEFORE CARE

PATIENT READINESS & NAVIGATION

- ✓ Appointment reminders & visit preparation
- ✓ Imaging & procedure readiness
- ✓ No-show reduction & care navigation
- ✓ ED diversion & urgent care navigation
- ✓ Discharge & hospital-to-home follow-up



AFTER CARE

TRANSITIONS & ONGOING ENGAGEMENT

- ✓ Chronic condition outreach & readmission prevention
- ✓ Digital adoption & portal activation
- ✓ Online reviews & reputation management
- ✓ Service recovery & closed-loop outreach
- ✓ Journey-specific education & expectation-setting

OUTCOMES



Better Readiness



Less Friction



Faster Follow-Through



Stronger Trust



Proven solutions can be **deployed now**—
then tailored around local workflows and priorities.

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FROM PATIENT FEEDBACK TO REAL-TIME EXPERIENCE ACTIVATION



Deploy what works today. Co-design what healthcare needs tomorrow.

DEPLOY TODAY



Proven experience activation solutions

Put tested use cases into operation quickly—turning patient signals into timely action.

- ✓ Tested use cases
- ✓ Faster implementation
- ✓ Measurable operational outcomes

CO-DESIGN TOMORROW



Tailored innovation for what matters most

Build around your priorities, workflows, and strategic goals—then learn and scale.

- ✓ Local priorities
- ✓ Existing workflows
- ✓ Strategic goals

BUILD TRUST ACROSS THE CARE JOURNEY

SELECTED PATIENTEXP OUTCOMES



50%

reduction in
imaging no-shows



29%

reduction in
avoidable ED utilization



20% → <10%

readmissions reduced
to single digits



NEAR-TERM RESULTS

Next-generation
experience solutions
that drive lasting impact



Near-term results. Next-generation experience solutions.

Selected client outcomes. Results vary by use case and implementation.

HOW PATIENTEXP PARTNERS WITH HEALTH SYSTEMS

PatientEXP combines communication strategy, patient engagement, operational activation, and solution development to build trust across the care journey.



ACTIVATING TRUST AT EVERY STEP



A BETTER FUTURE FOR PATIENT EXPERIENCE



More than a communication platform.

PatientEXP is a partner for health systems ready to build the future of patient experience.

TAILORED SOLUTION DESIGN

Built around your priorities. Designed for your workflows.
Activated against the outcomes that matter most.

NOT ONE-SIZE-FITS-ALL SOFTWARE

A solution partnership aligned to local priorities,
workflows, and strategic goals.



DESIGN FOR TODAY TAILORED SOLUTIONS

Solve the specific points of friction holding
back experience and performance.



Map high-friction journeys
Find where trust is won or lost.



Localize communication
Fit real workflows and patient needs.



Target populations & moments
Activate focused engagement campaigns.



Align the operating view
Connect experience, quality, access & growth.

BUILD FOR TOMORROW INNOVATION LABS

Turn transformative ideas into working digital
solutions—without adding internal burden.



Rapid prototypes
Explore and test experience workflows.



Agile pilots
Launch around emerging needs quickly.



Advanced use cases
Apply AI engagement and virtual support.



Investment proof points
Build alignment, evidence & capital confidence.

FROM IDEA TO OPERATION

01



MAP

02



DESIGN

03



PILOT

04



PROVE

05



SCALE

“

Move from ‘we should build this’
to ‘we are testing this now.’



Innovation momentum—
without waiting on already-
stretched teams.



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READY TO ACTIVATE TRUST?

Explore the Trust Activation Resource Center and connect with PatientEXP.
Learn more. Start the conversation. Activate the next right action.



RESOURCE CENTER

www.patientexp.com/resources



WEBSITE

patientexp.com



EMAIL

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LINKEDIN

linkedin.com/company/patientexp



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