

SURFACE TRUST SIGNALS

Capture the right signals before trust breaks.

Trust is often lost before the survey arrives. Health systems need earlier visibility into the moments that create friction, confusion, and dissatisfaction across the care journey.



WHY IT MATTERS

- Traditional feedback is delayed and reactive.
- Small frustrations become larger trust issues.
- Earlier signals create time to act before the experience breaks down.



SIGNALS TO WATCH

- Access barriers
- Scheduling friction
- No-show risk
- Care transition concerns
- Preparation confusion
- Service recovery needs



WHERE TO LISTEN



SEARCH & ACCESS



SCHEDULE



PREPARE



ARRIVE



VISIT



FOLLOW-UP

HOW PATIENTEXP HELPS

1 DETECT



Identify moments that matter.



2 PRIORITIZE



Find signals with the greatest trust impact.



3 ENGAGE



Reach the right person at the right time.



4 ACTIVATE



Trigger the next right action.

THE IMPACT



Prevent avoidable friction



Improve patient readiness



Support faster intervention



Strengthen trust, reputation, and loyalty



Trust starts before the survey.

Listening earlier helps organizations move from delayed feedback to real-time trust activation.



SYNTHESIZE UPSTREAM INTELLIGENCE

Connect signals before breakdowns occur.

Bring patient, consumer, clinical, and operational signals together to eliminate downstream friction before it escalates.



SIGNALS TO CONNECT



PATIENT



CONSUMER



CLINICAL



OPERATIONAL



WHY IT MATTERS

- Small episodes of friction erode trust.
- Poor communication, delays, and confusion compound quickly.
- Earlier intervention strengthens operations and recovery.



FROM SIGNALS TO ACTION

1



CONNECT
Unify critical signals.

2



AUTOMATE
Engage and intervene in real time.

3



ACTIVATE
Trigger the next best action.

HOW PATIENTEXP HELPS

1 TRANSLATE



Turn fragmented signals into targeted communication.

2 PRIORITIZE



Identify the signals with the greatest trust impact.

3 ENGAGE



Activate teams at the right moment—before trust breaks.

4 BUILD TRUST



Create tailored journeys and frictionless experiences.

THE IMPACT



Faster decisions



Proactive engagement



Smarter resource prioritization



Simpler care. Stronger trust.



Upstream intelligence helps organizations act sooner and smarter.



GUIDE THE JOURNEY

Make care easier to understand, access, and navigate.

Patients experience healthcare as a journey, Trust grows when they know what to expect, how to prepare, where to go, and what happens next.



WHERE COMMUNICATION BREAKS DOWN

- Scheduling confusion
- Unclear preparation
- Wayfinding and arrival
- Missed handoffs
- Delayed follow-up
- Poorly timed messages



WHAT PATIENTS NEED TO KNOW

- WHAT TO EXPECT
- HOW TO PREPARE
- WHERE TO GO
- WHAT HAPPENS NEXT



GUIDE EVERY MOMENT

- | | | | |
|--|----------------------|---|-----------|
|  | Confusion | → | SCHEDULE |
|  | Unclear instructions | → | PREPARE |
|  | Wayfinding | → | ARRIVE |
|  | Missed handoffs | → | VISIT |
|  | Delayed follow-up | → | FOLLOW-UP |

HOW PATIENTEXP HELPS

1 MAP



Understand the moments that matter.



2 PERSONALIZE



Reach the right person with the right message.



3 GUIDE



Clarify what to do next at each step.



4 ACTIVATE



Reduce friction and improve readiness.

THE IMPACT



Less confusion



Better preparedness



Less team friction



Stronger trust



The right message at the **right moment** helps patients move forward with confidence.



ACTIVATE THE NEXT RIGHT ACTION

Turn insight into operational response.

The biggest gap in patient experience is often not a lack of data. It is the gap between knowing something is happening and knowing what to do next.



WHAT THIS MEANS

- Every signal contains insight.
- Insight should trigger a response.
- Closing the loop strengthens credibility.



WHAT PX LEADERS ARE FACING

- Unclear ownership and workflows
- Slow or inconsistent escalation
- Difficulty proving actions made a difference



FROM PATIENT SIGNAL TO NEXT RIGHT ACTION

- 1 CAPTURE SIGNALS**
Collect real-time feedback.
- 2 IDENTIFY INSIGHT**
Find what matters most.
- 3 DETERMINE ACTION**
Decide the next right step.
- 4 ENGAGE & ACT**
Respond with the right owner.
- 5 MEASURE & IMPROVE**
Learn and refine over time.

HOW PATIENTEXP HELPS

1 DEFINE



What should happen?

2 TIME



When should action occur?

3 ENGAGE



Who should engage?

4 MEASURE



How will outcomes be measured?

THE IMPACT



Stronger trust



Better outcomes



Operational efficiency



Sustainable improvement



Insight alone does not build trust.
Action does.



LEARN AND SCALE

Build a trust system that gets smarter over time.

Trust is built through a repeatable system that listens, learns, measures, and scales what works across the care journey.



THE LEADERSHIP CHALLENGE

- Limited resources
- Siloed, inconsistent data
- Difficulty proving impact
- Innovation in pockets



WHAT SCALING REQUIRES

- Enterprise visibility
- Repeatable workflows
- Measurable outcomes
- Continuous improvement

A CONTINUOUS TRUST LEARNING CYCLE



HOW PATIENTEXP HELPS

1 INTEGRATE



Bring enterprise signals together.

2 TRANSLATE



Turn insight into action.

3 PROVE



Link experience to outcomes.

4 REFINE



Test, improve, and scale.

THE IMPACT



Faster learning



Smarter priorities



Measurable outcomes



Enterprise scale



Learn faster. Adapt smarter. Scale what works.



SUPPORT THE TEAM

Build trust without adding more burden to the workforce.

Exceptional patient experience takes everyone. Today's healthcare workforce is stretched. The answer is not more work—it is clearer priorities, targeted support, and action at the moments that matter.



WHAT TEAMS ARE FACING

- High demand
- Staffing pressure
- Emotional fatigue
- Documentation burden
- Operational complexity
- Competing priorities



WHAT EXPERIENCE LEADERS NEED

- Clear priorities
- Targeted interventions
- Better communication
- Actionable workflows
- Realistic improvement



WHY IT MATTERS

- Frontline teams shape the moments patients remember most.
- Overloaded teams cannot deliver experience consistently.
- Practical support strengthens workforce capacity and patient trust.

HOW PATIENTEXP HELPS

1 IDENTIFY FRICTION



Spot avoidable burden.

2 CLARIFY NEEDS



Make patient needs visible.

3 FOCUS ACTION



Target the moments that matter.

4 SUPPORT TEAMS



Simplify next steps.

5 STRENGTHEN TRUST



Enable responsive, reliable care.

THE IMPACT



Less avoidable workload



Faster team response



Greater confidence and consistency



Better patient and family experience



Stronger trust, loyalty, and reputation



Support teams. Reduce friction. Strengthen trust.

