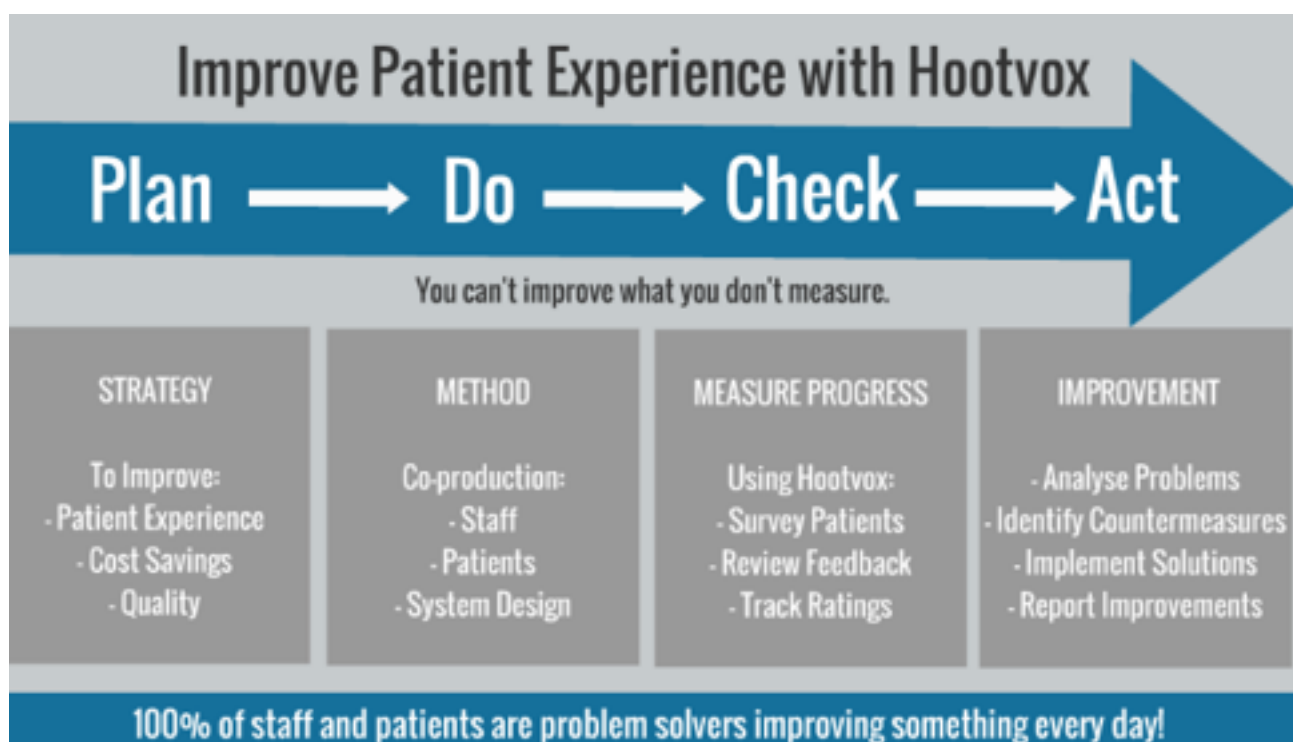


# Continuously Improve the Patient Experience with Hootvox.



Use large volumes of bias free feedback to stimulate continuous improvement, and implement effective lasting solutions that improve the patient experience and your hospital's performance.



## Continuous Improvement:

Hootvox uses bespoke surveys to produce relevant and actionable insight specific to every ward in the hospital. Tailored surveys produce more value and insight than a one size fits all solution.

Every ward is unique and has its own set of challenges, therefore every ward has its own dashboard where it can trigger the sending of surveys and respond to patient feedback in real time.

Hootvox is most effective when used at the centre of continuous improvement activities. It provides measurement and tracking of specific criteria which allows you to understand outcomes of the changes that you implement.

### **The Hootvox way:**

- Every patient gets an equal opportunity to leave feedback via Hootvox.
- Hootvox is a closed review system, only verified users are invited to leave feedback which means that no fakes can make it in.
- Every patient is surveyed for their feedback by email or SMS text message so response rates are very high, typically around 15% and above.
- Large volumes of actionable insight are more reliable than tiny volumes of feedback collected by open TripAdvisor type websites.
- Patients are surveyed off site and after the event, which avoids the huge bias found in feedback collected in person.
- All feedback is delivered to our members websites from our secure servers which prevents anyone filtering the comments or gaming the ratings.

At Hootvox we believe that bias in reviews is an enemy of integrity and trust. When there is bias in feedback caused by the collection method it should not be made available to the public. Intentionally or otherwise the feedback you publish might mislead the public and you may be breaking the law.

### **Alternative feedback methods:**

At Hootvox we can collect feedback from patients in real time, on site and in person or by post. We know that there are quality issues associated with some of those collection methods. While the insight may be interesting and enlightening we will not allow that feedback to be mixed with the ratings and reviews that we gather via Hootvox's digital surveys.

### **Trust and Transparency:**

Wherever you see the Hootvox logo you will know that you are reading bias free comments collected independently from verified users.

### **Reporting and Comparisons:**

In the dashboard Hootvox gathers scores against criteria to create ratings, an overall rating for every ward, hospital and region. Because the feedback is live It is possible to make comparisons and track trends and make comparable reports in real time.

### **Affordable feedback:**

Because Hootvox is more efficient than other patient feedback solutions it's also more cost effective. Contact us by email for more details: [enquiries@hootvox.com](mailto:enquiries@hootvox.com)

