



INDUSTRY SOLUTION

FORESEE

ForeSee® for Healthcare

Putting Patients First: Customer Experience in Healthcare

When patients choose a doctor or hospital, personal experience is their top concern. That's according to a recent PwC* study, which also found that experience is 2.5x more important in healthcare than it is to consumers in other industries. Providers trying to meet those expectations—and meet patient needs at a time when they are at their most vulnerable—are struggling. As they try to see and understand the entire patient experience, complex healthcare ecosystems are burdening providers and patients alike.

“Leveraging digital replay and feedback tools from ForeSee, our team was able to identify and fix a significant issue right before open enrollment season. The result was a better online member experience, which is always a top priority for us.”

Director of Customer Experience,
Multi-State Payer and Provider
Network

To meet rising consumer expectations for access, transparency, security, and privacy, providers are at an inflection point. ForeSee helps measure and improve every touchpoint across complex healthcare organizations to improve the patient experience and drive better business outcomes:

- ▶ Website satisfaction scores for Boston Children's Hospital rose **20 points** in their first year of acting on page-level customer feedback
- ▶ Identification of barriers to online scheduling netted a **15% increase** in appointments scheduled online and a **2-point jump** in satisfaction for one major oncology hospital

*Source: PwC Future of Customer Experience Survey 2018/18

The Right Rx for Healthcare CX

Continuous measurement of the patient journey to prioritize customer experience improvements that drive the biggest impact.



TOUCHPOINTS AND TRANSACTIONS

Whether searching for providers or inquiring about a bill, a singular experience can have a first and lasting impression. With ForeSee, measure each patient touchpoint, and benchmark yourself over time and against best in class peers to see where you can improve.



COMPLEX JOURNEYS

Some situations with healthcare providers can be stressful and complex, making it vital to see where you excel and where you can improve. Customized dashboards, text analytics, anomaly detection, and feedback—all available in ForeSee CX Suite—allow you to see how well your CX serves patients across the journey.



CUSTOMER RELATIONSHIP

All interactions—online, in a waiting room, with a physician, and beyond—reflects the culture of care for your organization. With ForeSee, measure the customer relationship to gain visibility into patient perception and satisfaction over time, and what drives both.



VOC Leader Spotlight

Learn how Norton Healthcare leveraged patient insights to improve website satisfaction.

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The ForeSee Digital Experience Index (DXI)

The DXI chronicles customer experience for 50 top popular websites in the U.S. which set expectations for digital experiences across all industries.

[READ THE REPORT](#)

Email hello@foresee.com to learn more about ForeSee's solution for healthcare