

# Engagement Solutions for Hospitals



The relationship between patient and caregiver is essential for providing exceptional treatment—and it's essential to the well being of your business. Not only do you depend on the trust patients have in your organization, you rely on the positive working experience that physician partners, healthcare staff and other employees have with you. These relationships drive your future. Allegiance can help ensure a promising outlook.

## Improve company health inside and out

The Allegiance Engage platform is a family of feedback solutions that lets you hear directly from your patients, employees and medical partners, and by doing so, develop stronger relationships with them. Using Allegiance tools on your web site, intranet or other touch points, individuals can send you feedback about their experiences with your organization—and you can see and act on this input immediately.

## Increase patient involvement

The Joint Commission on Accreditation of Healthcare Organizations has made it a priority for healthcare organizations to better communicate with patients and increase their involvement in the care process. In addition, Medicare recently announced a requirement for healthcare institutions to implement "grievance tracking systems." The Allegiance Engage platform is poised to immediately provide you with a solution to meet both needs.

Our Patient Engagement (called Customer Solutions in other industries) and Feedback Solutions are online tools that allow patients and their families to share concerns, questions, problems, and compliments. It can stand alone for those who wish to make comments independently; you can also align our Patient feedback management solutions with your current patient discharge process.

## Building trust inside and out

In addition, the Engage platform can improve communications and relationships within your organization. Our Employee Engagement and Feedback Solutions provide a conduit for your staff to give their feedback (anonymously, if they wish) about policies, culture aspects, and administrative issues. Our Physician Solutions are a specialized version of this solution that allows medical partners to do the same.

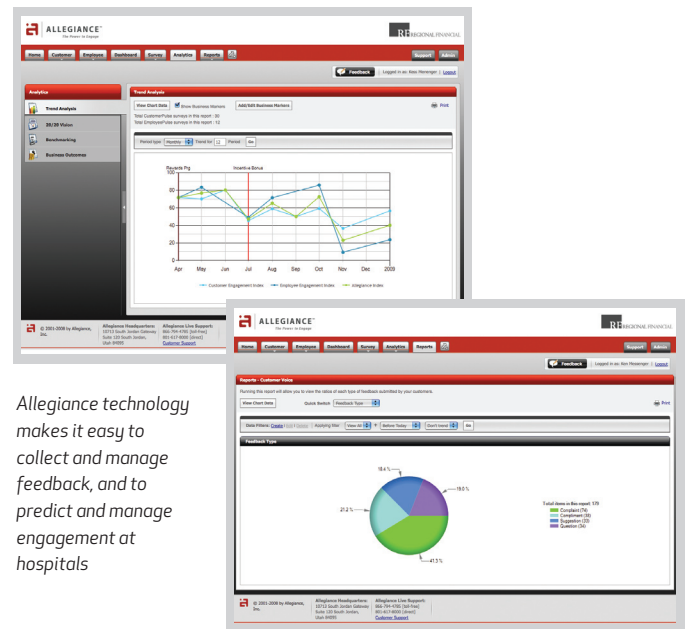
Together, the Allegiance Engage Platform includes tools to help your organization:

- **Improve patient satisfaction scores**
- **Encourage patient communication** and build loyalty to your brand
- **Decrease staff and partner turnover** by identifying and acting on concerns immediately
- **Pinpoint the source of problems or accomplishments** down to a department or individual
- **Improve profits and your public report card** by helping create optimal patient experiences

## Loyalty leads to greater profitability

Pay for performance requirements as well as payer and government regulations make balancing patient care and profitability a challenge for healthcare providers. However, the experience you create for patients and healthcare workers can have a measurable impact on your bottom line.

With more competition and choice in the hospital industry, consumers are more equipped than ever to select the provider they prefer. When you use Allegiance products to engage your patients and prove you respond to their feedback, long-term loyalty is established. In addition, institutions that monitor the suggestions and concerns of employees and physician partners significantly reduce staff turnover. Since recruitment and training alone can cost up to three times the salaries of employees or physician partners you replace, creating a positive, stable work environment is in itself a profit-building investment.



*Allegiance technology makes it easy to collect and manage feedback, and to predict and manage engagement at hospitals*

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## The advantage of total engagement

The Allegiance family of feedback solutions addresses the full range of people who interact with and make up your business. Our variety of tools allow you to proactively request information from them, or open a channel through which they can communicate with you at their discretion — and through which you can immediately respond.

The real power of Allegiance, however, is the ability to correlate this data to show exactly what people are feeling about your business, and how it relates to specific departments, sales offices, products, or changes in your organization. The Engage Platform takes the guesswork out of your business strategy. You'll have tangible data that can be acted upon to truly improve your profitability.

“I’m a big believer in the Allegiance system because I use the system and I see the value that it brings not only to our department, but also to the organization as a whole. It saves a ton of time and a ton of paper work. And, it makes my job so much more efficient.”

– Gina Seneca, Manager of Guest Relations, Holy Cross Hospital

## Healthcare institutions that are seeing the bottom-line benefits of Allegiance:

- Atlanticare Health System
- Atlanticare Regional Medical Center
- Hammond Clinic
- Hillcrest Hospital (Cleveland Clinics)
- Holy Cross Hospital, FL
- Lancaster General Hospital, PA
- Miami Valley Hospital
- OnCure Medical Corp
- Rapid City Regional Health
- Regency Hospital Company
- Regional West Medical Center, NE
- Robert Wood Johnson University Hospital, NJ
- US Renal Care

## The Allegiance Family of Solutions



CUSTOMER  
LOYALTY  
SOLUTIONS



EMPLOYEE  
RETENTION  
SOLUTIONS



ENTERPRISE  
FEEDBACK  
SOLUTIONS



PROFESSIONAL  
SERVICES

*The Allegiance Engage platform delivers convenient, cost-effective Software as a Service (SaaS) solutions. They require no hardware or IT support.*

For more information, visit [www.allegiance.com](http://www.allegiance.com).  
To demo a product or contact Allegiance Sales,  
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