

# Engagement Solutions for Medical Clinics



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 has 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 PatientVoice product (called CustomerVoice in other industries) is an online tool that allows 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 PatientVoice with your current patient discharge process.

## Building trust inside and out

In addition, the Engage platform can improve communications and relationships within your organization. EmployeeVoice provides a conduit for your staff to give their feedback (anonymously, if they wish) about policies, culture aspects, and administrative issues. PhysicianVoice is a specialized version of this product that allows medical partners to do the same.

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

- **Improve its 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** right 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 medical clinic industry, consumers are more able 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 medical clinics.

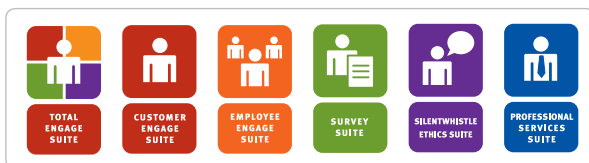
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## The advantage of total engagement

The Allegiance family of feedback solutions addresses the full range of people who interact with and make up your organization. The variety of our 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 organization, and how it relates to specific departments, caregivers, policies or changes in your administration. 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.

### THE ALLEGIANCE ENGAGE PLATFORM SOLUTIONS FAMILY



#### CustomerEngage Suite

A collection of customer feedback tools that help your patients and family members share comments about their experiences or expectations. This suite includes CustomerVoice (called PatientVoice in the hospital industry), CustomerPulse, ActiveSurvey, and MysteryShopper.



#### EmployeeEngage Suite

This group of products focuses on building an internal culture of trust and open communications. Not only can you use specialized surveys to get a snapshot of staff and partner physician emotions, you provide an anonymous, non-threatening channel for expressing concerns, complaints, and suggestions. Includes EmployeeVoice, PhysicianVoice, EmployeePulse, ActiveSurvey, and SilentWhistle.



#### Survey Suite

The Survey Suite provides numerous ready-to-use surveys and powerful reporting tools in a variety of categories. You can use the Survey Suite to gauge responses to current services or policy changes before you put them into play.



#### Ethics Suite

A web and phone-based "hotline" system and feedback channel, Allegiance SilentWhistle provides a way to internally identify threats of fraud, harassment, and policy violations while also becoming compliant with governmental whistle-blowing requirements.



#### Professional Services

To make the feedback you glean from your Allegiance products even more powerful, Allegiance can augment your solution with Professional Services. Our Ph.D.-led teams include published experts in engagement, loyalty, analytics and marketing. They will help you make the most of your collected data through services like Training and Education, and in-depth Best Practices consultation.



#### TotalEngage Suite

TotalEngage employs the full Allegiance Engage platform to bring you all of our products in customer engagement, employee engagement, ethics management, and online survey systems. Together, this family of innovative feedback solutions can give your institution a global approach to achieving long-term success—and it's more affordable than you might think. Even if you're primarily interested in just one aspect of the Engage platform, ask for a cost comparison of purchasing the full TotalEngage Suite. The value is sure to please you—and the global feedback you'll get will become an advantage you won't want to go without.

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