



**For Immediate Release**

## **Hospitals Turn to Allegiance to Mitigate Risk and Improve Patient Satisfaction**

*- Managing patient and employee feedback resolves grievances quickly and provides response to unscheduled audits -*

**SALT LAKE CITY – May 27, 2009** — Hospitals are mitigating risk and improving patient satisfaction by gathering and responding to feedback using the [Allegiance Engage](#) platform, a family of solutions that gathers patient and employee feedback through multiple channels (email, Web, print, phone) into a central database for analysis and action. By responding quickly to patient and employee concerns and grievances, hospitals can resolve issues and prepare for unscheduled audits by government agencies. Currently, more than 20 percent of the nation's hospitals use Allegiance solutions to manage and respond to feedback.

The Allegiance Engage platform lets hospitals hear directly from patients, employees and medical partners and develop stronger relationships with them. Using Allegiance tools on a hospital's web site, intranet or other touch points, individuals can submit feedback about their experiences, and hospitals can see and act on this input immediately. Hospitals can also use the Allegiance system to rapidly generate reports for regulatory agencies at a moment's notice.

### **Holy Cross Hospital - Fort Lauderdale, Florida**

For years, Holy Cross Hospital, which encompasses 3,000 associates, 625 medical doctors, 90 departments and 33 medical offices, kept all its patient complaints, concerns, grievances and suggestion logs in hand-written notebooks. To streamline its patient feedback and grievance processes, the hospital needed a way to gather this information from across its organization and to provide that information to government agencies.

Holy Cross implemented the Allegiance Engage platform, a Web-based feedback management system. The system has enabled Holy Cross to track more and different types of patient feedback and increase the amount of feedback that it gets by 50 percent. This has resulted in improved patient satisfaction scores and reduced the time required to gather information on individual patient issues from hours or days to less than a few minutes.

“I’m a big believer in the Allegiance system. I see the value that it brings not only to our department, but also to our organization as a whole. It saves a ton of time and a ton of paper work. Also, when any of our state regulatory agencies walk in to investigate a complaint, we can provide that information immediately,” said Gina Seneca, manager of guest relations at Holy Cross Hospital.

### **Robert Wood Johnson University Hospital (RWJ Hamilton) – Hamilton, New Jersey**

RWJ Hamilton’s focus on patient satisfaction and employee engagement has played a critical role in its success. In the past, RWJ Hamilton did not have a smooth process for sharing patient feedback between departments. In addition, patient satisfaction surveys and feedback forms were managed via paper and email, which made it difficult to quickly and fully understand patient needs and concerns.

To better capture patient and visitor experiences, RWJ Hamilton implemented the Allegiance Engage platform. Using the Allegiance system, the hospital’s patients have a completely anonymous and confidential forum for submitting feedback and asking questions. By capturing this data in real-time, RWJ Hamilton can act on the information and impact customer satisfaction scores. Thanks to the hospital’s focus on proven satisfaction strategies and its use of Allegiance, RWJ Hamilton improved its Press Ganey patient satisfaction scores.

“We have industry leading satisfaction scores as a result of our best practices, and the Allegiance Engage solution is a critical element of that success,” said Monica Olaff, patient relations manager at RWJ Hamilton. “In addition, we recently had an unscheduled audit from a state agency and were able to instantly provide all of the information required using the Allegiance system.”

For more information and to view the full case studies, visit:

<http://www.allegiance.com/resources/document-library.php>

Holy Cross case study:

[http://www.allegiance.com/documents/Holy\\_Cross\\_Hospital\\_Case\\_Study\\_FINAL\\_CUSTOMER\\_APPROVED.pdf](http://www.allegiance.com/documents/Holy_Cross_Hospital_Case_Study_FINAL_CUSTOMER_APPROVED.pdf)

RWJ Hamilton case study:

[http://www.allegiance.com/documents/Allegiance\\_RWJH\\_Case\\_Study.pdf](http://www.allegiance.com/documents/Allegiance_RWJH_Case_Study.pdf)

### **About Allegiance**

Allegiance, Inc. offers [feedback management](#) software to help organizations grow customer and employee loyalty and engagement. The Allegiance [Engage Software platform](#) facilitates survey creation and gathers responses and unsolicited comments in real-time into a centralized online system, saving time, effort and money. Allegiance solutions measure customer and employee engagement, revealing precise actions to grow engagement and increase revenue. Allegiance [Enterprise Feedback Management \(EFM\)](#), predictive analytics, and [professional services](#) combine to help businesses capitalize on engagement. For more information about Allegiance, visit <http://www.allegiance.com> .

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