



## CASE STUDY: Pampa Regional Medical Center

### Patient Feedback Solution



#### Goals:

Find a streamlined way to gather feedback patient experiences as they relate to various procedures completed in the Emergency Department

The process must be simple for hospital personnel to administer in a data secure HIPAA compliant way

#### Implementation:

Automated platform with no disruption to existing practice workflow by outreach to patients following appointments

#### Outcome:

Through use of Doctible's technology integration, approval ratings grew from one star to three or more in just a few months, especially on Google. Moreover, Pampa Regional Medical Center achieved an automated efficient solution to encourage patient engagement and gather intel to assess the success of the emergency department

#### Company Snapshot

**Pampa Regional Medical Center:**  
115-bed, acute-care hospital

**Founded:** 1950

**Population Served:** 65,000  
residents in the Texas Panhandle



#### Provide service

Gather HIPAA compliant information

#### Automatically receive feedback

Easily engage with patients through text and email

#### Develop strong online reputation

Automate process of gaining reviews on Google and Facebook

#### Gain patient insights

Understand your patient behavior and experience

#### Grow your business

Optimize performance based on patient feedback

# How Pampa Regional Medical Center Leveraged Doctible's Innovative Technology To Transform Their Patient Experience Efforts.

Pampa Regional Medical Center (PRMC) is a 115-bed, not for profit, acute-care community hospital, and a member of the Prime Healthcare Foundation. PRMC serves a population of approximately 65,000 residents in the Texas Panhandle. Founded in 1950, Pampa Regional employs more than 275 full-time and part-time staff members. In partnership with more than 30 area physicians, the hospital provides a full range of medical services to meet the healthcare needs of the community it proudly serves.

In the past, PRMC was struggling with some negative reviews, particularly in the Emergency Department, which resulted in a physician group change. Finding the right group to represent the hospitals emergency department was challenging and they encountered some growing pains along the way. Upon transitioning a new team PRMC needed to get the word out about this positive change and excellent level of care that was now available to the community.

## PMRC Goals:

First, they wanted a streamlined way to gather feedback on public perception and overall patient experiences as they relate to various procedures completed in the Emergency Department

Second, the process needed to be simple for hospital personnel to administer and for their patients to engage and respond in a timely HIPPA compliant way.

Knowing they needed to somehow step up their efforts in collecting this important data on patient satisfaction as efficient as possible they looked to Doctible as their technology partner of choice.

Within three months approval ratings grew



Doctible helped Pampa Regional Medical Center achieve their immediate goals.

*Increases are achieved each subsequent month.*

Three-plus star ratings and positive reviews are now visible to anyone who searches for PRMC online.



Pampa Regional Medical Center

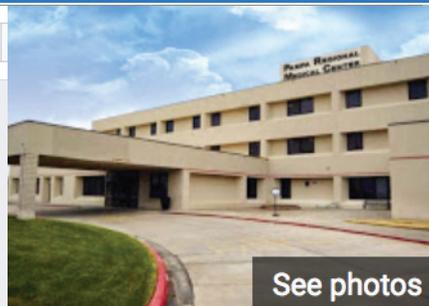
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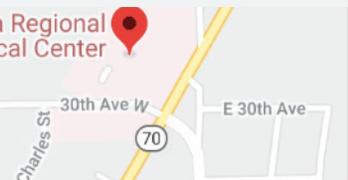
3.7 ★ 3.7 of 5 stars  
164 reviews



See photos

Google

Pampa Regional Medical Center



Pampa Regional Medical Center ★

3.0 ★★★★★ 23 Google reviews

Medical center in Pampa, Texas

Website

Directions



Sandy Warner Carr reviewed Pampa Regional Medical Center — 5★

8 hrs · 🌐

I had an ER visit. My nurse Shelby was very good as was Tristan the X-ray tech. Both were very careful not to cause any more pain. They were professional and compassionate, a great combination in a health care provider

Like Comment Share



Casper Flores reviewed Pampa Regional Medical Center — 4★

Yesterday at 10:19am · 🌐

I went out to Pampa Regional Medical Center and they made sure they took very good care of me and met all of my needs I was very pleased with the visit and today is the first time in two weeks that I feel myself again I can't think nobody but them thank you again

2 Like Comment Share



One of PMRC Hospital's guiding principles is to always put the patient first. They know that in today's economy patients have many more choices for their healthcare. As part of their patient experience strategy, they adopted a stamp on everything they do named "PRMC Cares".

## Doctible's advanced technology is proven to increase patient satisfaction scores and gain more Google reviews. Their solution makes it easy to access and understand patient satisfaction data.

Doctible was referred by a sister hospital, Paradise Valley, part of the prime group of hospitals. Knowing about the success that Paradise Valley achieved the Business Development/Marketing group assessed the patient feedback technology and all that Doctible had to offer and they felt confident it would be a good fit for their Emergency Department.

Within a few short weeks, the admitting staff had a nice rhythm going administering cards upon patient check-in. This immediate first touch shows patients that PMRC is listening and cares about their experience. It empowers them to take action right then and there if there is a problem. An automated HIPAA compliant text inquiry is sent following all Emergency Department procedures, which allows patients to rate their experience and to share valuable feedback.

Much to their excitement, approval ratings grew from one star to three or more in just a few months, especially on Google. Moreover, PRMC is pleasantly surprised to see how efficient the solution is at encouraging patient engagement and gathering intel to assess the success of the emergency department.

A data-driven environment helps PRMC's emergency department of physicians and the whole care team have quality ever-present on their minds. *"All patient feedback data is shared internally and it's had a positive effect on staff morale and well as keeping them on their toes."*

The technology allows PMRC to concentrate on what matters most—improving lives, quality, and outcomes.



**Courtney Oxley**  
Manager of Business  
Development/Marketing

*"High praise for Doctible's support staff. We wish all of our technology vendors had this level of support."*



Studies have shown that engaged patients also tend to be healthier and have better outcomes

Doctible's Technology provides new tools for patient engagement

\*Health Affairs - New Era of Patient Engagement

**Introducing Doctible's innovative technology to the workflow provides physicians the tools and information they need to engage patients in a deeper more meaningful level.**

PRMC found when given the ability to provide important feedback about their care, patients became much more engaged and willing to share their experiences. They found that engaged patients have greater trust in their providers and overall care, which ultimately led to enhanced satisfaction and improved patient experiences.

**Enhancements in the patient experience and improved initiatives now made easier than ever.**

When a member of the business development/marketing team has a new patient experience initiative or improved process in mind it's easier to approach upper management with legitimate stats and trends to backup validate their ideas.

**Next Steps:** PRMC is eager to deploy this technology in other inpatient departments and is working hand in hand with Doctible on a rollout strategy.

94% of patients would select a practice with a four star rating



Most trusted review site used by patients in healthcare



**Pampa Regional Medical Center**

Pampa Regional Medical Center has been partnering with local physicians for over 60 years, providing a wide array of medical services for their patients.

**Doctible**

Doctible is changing the way healthcare practices engage and communicate with patients. Their proven best-in-class software and services help practices to automate back-office tasks while giving them the ability to engage and get feedback from patients for long-term retention and future growth.