

# 10 BENEFITS OF A ROBUST ASC PATIENT SURVEY PROGRAM

## 1 Identify Strengths, Weaknesses, & Priorities

If leveraged effectively, patient surveys can help an ASC identify specific aspects of its operation to assess more closely and look for possible opportunities for improvement and staff recognition. They can also allow an ASC to establish reliable baseline data about performance.



## 2 Improve Staff Training & Education

Identifying areas of poor or suboptimal performance can help an ASC evaluate how it provides staff training to determine what aspects of an education and competency program should undergo review and possible revisions.



## 3 Increase Reimbursement

While value-based reimbursement models are not yet commonplace in the ASC industry, payers are looking to reward providers who deliver exceptional care. ASCs with high patient satisfaction scores can bring this data to the negotiating table to help make an argument to payers for better managed care contracts.



## 4 Avoid Reimbursement Cuts

On the flip side, ASCs that cannot effectively demonstrate that they deliver great care and a positive patient experience may struggle to secure reimbursement increases from payers.



## 5 Avoid Reimbursement Penalties (Eventually)

The Centers for Medicare & Medicaid Services (CMS), in its 2019 proposed payment rule for ASCs and hospital outpatient departments, chose not to recommend mandating the implementation of the Consumer Assessment of Healthcare Providers and Systems Outpatient and Ambulatory Surgery Survey (OAS-CAHPS) under the ASC Quality Reporting (ASCQR) Program. But it is likely that participation in OAS-CAHPS will eventually become mandatory and carry with it CMS payment update penalties for ASCs that fail to meet ASCQR Program requirements.



## 6 Strengthen External Benchmarking

From an external benchmarking perspective, ASCs can take their patient survey data and compare it to the data of other ASCs, whether on an informal basis (such as with a self-developed network of ASC managers) or on a more formal basis (such as using a patient survey service).



## 7 Enhance Physician Recruitment

When ASCs are recruiting physicians, one topic of discussion inevitably concerns the patient experience. Sharing patient satisfaction survey results can help bolster an ASC's position that it can deliver on patient expectations and increase the likelihood of adding physicians to its medical staff.



## 8 Boost Staff Retention

When patients and physicians express high satisfaction with their ASC experiences, staff satisfaction often rises as well. A positive environment that's more enjoyable and rewarding to work in can help keep current employees happy with their employment situation.



## 9 Drive Marketing

ASCs looking to increase brand awareness to help attract physicians, staff, and patients can promote impressive survey results. They can do so by publishing satisfaction scores and patient testimonials on their website, in marketing collateral, and on social media.



## 10 Bolster Public Perception

When ASCs act on what they learn from surveys, the patient experience should improve. And when ASCs deliver an exceptional experience, they can expect at least some patients to express their gratitude publicly on social media and websites offering the ability to rank an organization.



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