Aligning health services with customer priorities

At Abt Associates, we’re committed to understanding your goals and strategies – then providing the insightful analysis that leads to results. We use actionable, research-based insights about customer priorities to enhance customer loyalty. We help you make strategic investments that have the greatest impact on your customers – and that represent the best use of your budget. And we help you align your healthcare system or specific health program with your customers’ needs.

Wide-ranging experience

Abt Associates has expertise in all key areas of health – including health surveillance, health economics, statistical analysis, and more. Our clients include military and government health agencies, as well as many of the nation’s most prestigious health plans, insurers, employers, foundations, and professional organizations. Despite their diversity, these groups all share a need to achieve the highest levels of customer satisfaction. We help our clients measure the satisfaction of their customers – and formulate strategies that better meet their needs. This broad experience gives us a comprehensive knowledge of all aspects related to customer satisfaction. We know the best methods of measurement, and are able to provide a clear picture of what your customers are thinking – now and on an ongoing basis.

A proven process for assessing customer satisfaction

Assessing satisfaction means more than asking the right questions of your customers on an ad hoc basis. An accurate assessment of customer satisfaction requires a proven process that lets you continually target client initiatives according to customer priorities. Only then can you get the best possible return on your investment in the health of military personnel, their families, retirees, and other key populations. Abt Associates has developed a detailed, proven process for assessing a wide range of programs, measuring customer satisfaction, and linking these findings with programs and investments. This process taps our expertise in data collection, survey design, and analysis. And it provides an ongoing method of staying connected with your customers’ needs and preferences, so you can adjust your program accordingly – within the context of your financial and operational considerations.

Identifying best practices

Through the process of measuring satisfaction, our clients learn a great deal about their customers, and their specific programs and organizations. We work with you to turn knowledge and performance metrics into real system improvements. We help you implement best practices in healthcare delivery and management – optimizing the efficiency and effectiveness of your healthcare program. We help you use technology to institute changes that enhance your program – whether you are running a clinic, department, or an entire health system. In short, we help your system work more smoothly, delivering the right care to the right people. No matter what population your program serves, we can help you meet its evolving needs and expectations.

Acting on findings to achieve change

Measuring customer satisfaction must be part of an overall management process designed to act on findings. In the long run, a program driven by customer views and values helps build exceptional customer satisfaction. We work with our clients to develop performance metrics for all key measurements that are the building blocks of customer satisfaction. Then we ensure...
that these findings feed back into pro-
gram design, helping meet the evolving
needs of your customers. This
approach enables us to look beyond
specific, one-time assignments to
make real, lasting improvements in
organizational alignment, customer sat-
isfaction, and ultimately, overall health.

Measuring customer satisfaction
in many diverse areas

Customer satisfaction means different
tings to different groups. We work
with our customers to define service
quality, then achieve it. Here are just a
few examples of our work in the area
of customer satisfaction:

• A major managed care plan engaged
us to help them determine the impact
of Web-based technologies on cus-
tomer satisfaction, compliance with
physician recommendations, and per-
ceptions of quality.

• One of the nation’s largest employer
buying groups engaged us to help
determine the key drivers of their
employees’ satisfaction with health
plans. They used this information to
negotiate service standards with the
HMOs and PPOs that were offered to
their employees.

• One of the nation’s largest managed
healthcare plans engaged us to help
develop a customer satisfaction mea-
urement program. In addition to a
national report, we developed simple
customized reports for local plan
administrators that helped determine
where to target their efforts and moni-
tor annual improvements.

• A regional managed healthcare plan
engaged us to help them determine
how to provide services that were bet-
ter targeted to customer needs. This
plan became one of the fastest-grow-
ing HMOs in the country, and a top-
ranked plan in terms of customer satis-
faction.

• A leading hospital system tapped
Abt Associates to help build physician
loyalty by exploring and measuring the
key drivers of physician satisfaction
and loyalty.

Leveraging customer satisfaction
to make ongoing improvements

Surveying and measuring customer sat-
isfaction is a critical step toward ensur-
ing that your health program meets the
needs of the people it serves. At Abt
Associates, we bring you the proven
processes, advanced technology, and
decades of experience necessary to
measure satisfaction accurately and
efficiently. This information is inval-
uable to identifying best practices and
other potential improvements in your
health program. By setting up efficient
measurement systems, we can help
you make customer satisfaction an
important force in your program – now
and far into the future.

For more information
on Abt Associates, go to
www.abtassociates.com