

What really matters to clients? Determinants of Net Promoter Scores



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Background

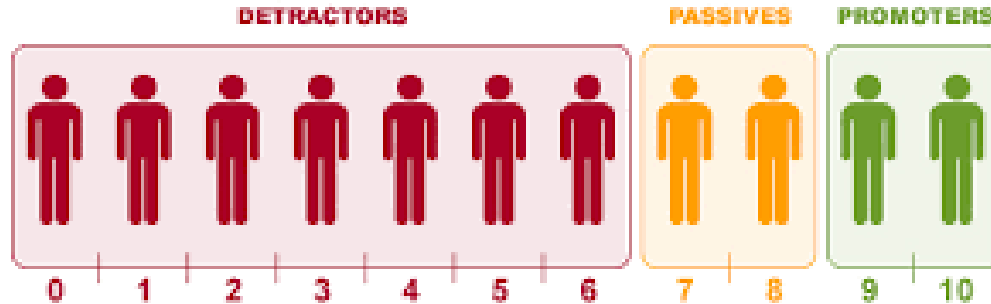
- NPS is a key metric for customer loyalty
 - High NPS associated with revenue growth
 - Simple, comparable measure
- From client satisfaction to client experience
- AIM: identify which aspects of client experience are associated with being a promoter or a detractor

Results: Net Promoter Score

2. How likely are you to recommend Benetas to your friends or family?

NOT AT ALL LIKELY

EXTREMELY LIKELY



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

Survey Tool: Domains

Domain	Description	Example item
Dignity, autonomy & choice	Autonomy, independence, individuality and choice	<i>I can make choices about my own care</i>
Staff interactions	Relationships with staff Information and communication	<i>Staff treat me with respect</i>
Personal & clinical care	Delivery of care and services including planning and review	<i>My care is delivered to the standard I expect</i>
Lifestyle & support services	Access to meaningful and enjoyable activities, social interaction	<i>I can take part in activities here that are enjoyable for me</i>
Service environment	[Residential facilities only] Physical environment, atmosphere, sense of safety, meals, cleaning	<i>I feel at home here</i>

Sample size and response rates

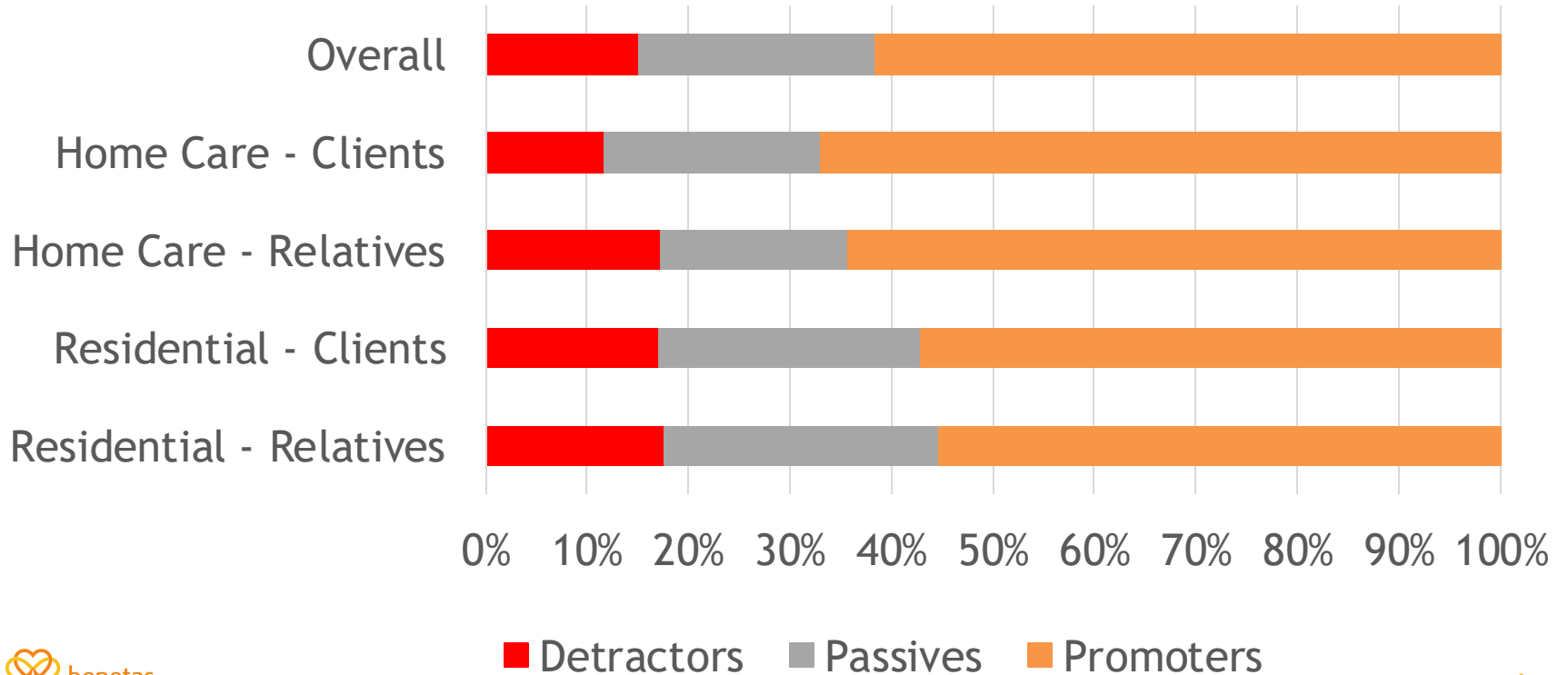
	Clients	Relatives
Home care	518 49%	218 29%
Residential care	318 63%	281 34%

Benetas Experience Survey 2017

Tell us what you think



NPS categories by respondent group



NPS by respondent group

I never hesitate in saying "great residence" when asked about Benetas.

Respondent group	Net Promoter Score (NPS)		
	Clients	Relatives	Overall
Home care	55	47	53
Residential care	40	38	39
Total	49	42	46

Home Care

Promoters are more likely to report:

Clients

- Staff know me as a person
- Staff know who the important people are in my life
- Staff review and discuss my care plan regularly with me

Relatives

- Staff follow up when I raise things about my relative's care and services
- Staff follow up when my relative raises things about their care and services
- Staff review and discuss my relative's care regularly with him/her

Home Care

Detractors are less likely to report:

Clients

- My privacy is respected
- Staff know me as a person

Relatives

- Staff follow up when I raise things about my relative's care and services

Residential Care

Promoters are more likely to report:

Clients

- Staff take the time to explain things to me
- I can spend time with other residents to the extent I wish
- My care is delivered to the standard I expect
- I can participate in enjoyable activities

Relatives

- I feel comfortable providing feedback about my relative's care
- My relative's care is delivered to the standard I expect
- The quality of food here meets my expectations
- Staff know my relative as a person
- Staff listen to my relative

Residential Care

Detractors are less likely to report:

Clients

- I feel welcome here
- I can make choices about my care
- My care is delivered to the standard I expect
- I understand my rights and responsibilities as a client of Benetas

Relatives

- Staff know my relative as a person
- My relative feels safe
- Staff support my relative to be involved in their community
- Staff treat my relative with respect

Key messages

The foundations:

- Person-centred care
- Standard of care
- Rights, privacy, respect

Relatives:
Responsiveness
&
communication

Clients:
Quality
of life

Conclusion



- Only measured client experience domains
- NPS is not a once-off exercise
- Closing the loop

