



# Product Strategy for Patient Experience management

## Business Problem

One of our Healthcare client conducted a survey to explore patient perspectives about quality, communication, trust, respect and overall experience. The results showed that, majority of the patients were facing issues with the overall experiences. They felt less welcome and attributed to a have negative experiences in their onboarding and care.

## Solution

We worked on a tailored competency training for healthcare organizations, including assessments, eLearning courses, educational resources, and live training. In collaboration with the hospital staff, our team developed a strategy to improve overall patient experience at the hospital.

The approach focused on the foundations of person-centered care and used innovative Test Your Skills™ simulated interactions to practice care care in real-life patient cases.

Those improvements translated to an increase in positive patient experiences and fewer perceived health disparities.

# Business Benefits

- Improved overall patient experience
- Increased understanding and confidence among staff
- National accolades

## ABOUT PARKAR DIGITAL

Parkar Digital, a Gold Certified Microsoft Azure partner, provides technology solutions for Digital Healthcare, Digital Retail & CPG. Our solutions are powered by the Parkar platforms built using Cloud, Opensource, and Customer experience technologies. Our goal is to empower a customer-first approach with digital technologies to deliver human-centric solutions for the clients

