

# “Easy Button” Drives 88% Higher NRC Scores at West Jefferson Medical Center ED



**88%**  
Higher NRC scores



**3.3 → 4.8**  
Google rating



**100%**  
ED staff response rate

If a hotel or restaurant has ever tried to “make it right” for you as a customer, you’re already familiar with the impact [service recovery](#) can have on your overall experience. In health care, that’s often easier said than done. Just ask Trey Plaisance, Clinical Director at the West Jefferson Medical Center Emergency Department (ED).

“Most ED patients are already having a pretty bad day,” Trey said. “And when things aren’t going quite right, everyone has their own way of expressing themselves. As a nurse, this can be exhausting and distracts us from solving the issue.”

Being responsive to patient needs is not only the right thing to do, it’s also a **business priority**. With 50% of inpatient admissions [originating in the ED](#) and over 30% of ED patients being referred for [follow-up care](#), ensuring an optimal patient experience is vital to the hospital’s bottom line. “It’s all about ensuring our community thinks of us as a trusted partner in their health care journey,” he added.

## A Multi-Faceted Approach

To help staff best respond to patients, Trey’s team has implemented a multi-faceted approach to service recovery, including a physical **toolkit** filled with:

- Cafeteria gift cards
- Hospital branded merchandise
- Blank thank-you cards for handwritten messages to patients
- Business cards to help patients with future issues
- A service recovery form to track trends, facilitate internal reporting, and uncover additional opportunities for service recovery

Staff love the resources. But their most valuable tool is [ERAdvisor](#), the mobile app patients use to flag concerns in real-time. “It’s our **‘easy button’** for immediately identifying and consistently responding to patients,” he added.

## One-Tap Service Recovery

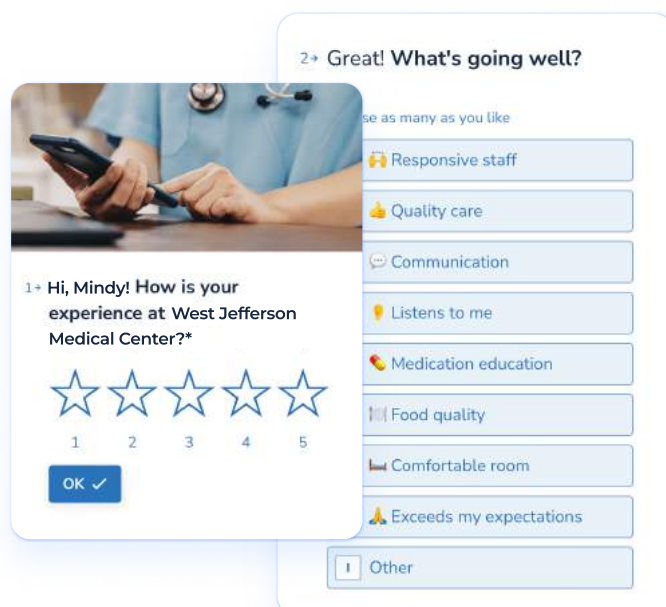
In October 2021, Trey and his team started using ERAdvisor, Vital’s patient experience solution for EDs. The platform is an AI-powered web app accessible from a patient’s smartphone that provides **personalized updates** and tools

from check-in onward. Patients can view wait times and next steps, monitor test orders and results, request service items, deliver real-time feedback, recognize ED team members, receive patient education, book follow-up care, and much more from a no-downloads, no-accounts-required interface.

But it wasn’t until the West Jefferson Medical Center ED turned on ERAdvisor’s [Experience Management](#) feature in January 2023 that the team was able to pinpoint and respond to service issues in **real-time**. Here’s how it works:

1. While in the ED, the patient receives a text message inviting them to complete a 3-question survey.
2. A 4- or 5-star rating generates a message inviting the patient to leave a Google review.
3. In the case of 3 stars or lower, ED staff automatically receive an alert on Vital’s [CareAssist](#) mobile app.
4. An ED staff member immediately visits the patient to find out how they can help.

“ERAdvisor has transformed the way our department views patient experience and satisfaction,” Trey said. “It gives our patients a way to inform us of issues while they’re still in the ED, not through a post-discharge survey. This is huge in **maximizing resources** available to target problems, instead of blindly picking patients to round on.”



## Results

Within six months of turning on the Experience Management feature, more than 530 West Jefferson Medical Center ED patients had used the survey to **provide feedback** while in the ED. On average, they have rated their experience 4.42 out of 5 stars. Also during this time:

- The ED team responded to **100%** of all patients who left a 3-star or lower rating in ERAdvisor.
- Patients who received a service recovery visit rated their ED experience **88% higher** on average on NRC surveys.
- West Jefferson Medical Center's ED Google rating increased from **3.3 stars to 4.8 stars**.

ERAdvisor has also had a **positive impact** on ED staff. Prior to implementation, they received an average of 20 recognitions per month through their hospital-wide *Caught You Caring* program. In Q1 of 2023, ED staff received nearly 140 such accolades and in Q2 they received over 500.

"The increase in staff recognition has been so significant, people working in other areas of the hospital have started asking me what our secret is," Trey shared. "Some even joke that we must be cheating. No, we're just using technology that aligns with our **patient experience and business goals**."

After a patient logs a complaint through ERAdvisor, ED staff receive an alert in their CareAssist mobile app, which includes the patient's location and details about the issue. When follow up is complete, staff can mark the issue as resolved.

## Next Steps

As his team continues to develop their service recovery efforts, Trey is paying close attention to what works well and what works best. "Consumer expectations are evolving so rapidly, it's really in the best interest of our hospital to ensure we're **continuously improving**, not only through technology, but also in the way we engage with our patients face-to-face. After all, that's why most of us got into this profession in the first place — to care for others."

### Learn More

Find out if Vital's ERAdvisor is a good fit for your ED.

[Schedule a demo today](#)

