



HEALTH AND LIFE SCIENCES USE CASE

Prompt for Survey or Review

Last updated: May 13th, 2021

Available In	all editions
Channel(s)	Web
Play Title	Health and Life Sciences - Retain
Use Case Name	Prompt for Survey or Review
Use Case Overview	Using Interaction Studio you are able to ask patients for feedback in the patient portal to ensure you are delivering the best service, and addressing issues if they arise. You can also ask patients to provide a review of the services they received or the practice in general, that can be used to help prospective patients make a decision about registering with your practice.
Targeted Audience	B2C
Location	Within a content zone on the 'patient portal'.
Business Challenge	The experience a patient has within your practice is crucial not only to make sure you are retaining patients, but also to make sure they are not providing adverse feedback to others. Follow up emails with surveys are one way to do this, but it may also get lost in the inbox and reduce the likelihood of being completed.
Personalization Solution Approach	<p>With Interaction Studio, you can build a segment for people who have recently had an appointment, and you can ask them to complete a survey. By doing this as they are on the site, and in the patient portal, it is more likely you will get a response. By using the Interaction Studio Survey tool you can capture the responses in real time, or if you are using an external tool and can make the pertinent data available upon form completion, you can respond in real time to the feedback that is given.</p> <p>For a low score, you can present the patient with a message letting them know that you would like to connect with them to understand more about their visit.</p> <p>For a high score, you can thank them for responding and ask if they would mind taking the time to offer a review for you.</p>
Suggested Campaign	<p>Web Popup</p> <p>Web Banner Replacement</p>

Configure Your Campaign

[Create your segment](#) of patients who have recently completed an appointment, based on an attribute you have passed into Interaction Studio.

You can create a follow up segment that is based on the score, or rating that was given in the survey, and use this to present a follow up message.

Use the instructions below in conjunction with the personalization solution approach above to build your campaign.

1. [Create a Web Campaign from a Template](#)
2. [Use Targeting Rules for Web Campaigns](#)
3. [Templates - Developer Documentation](#)

Considering Your Goals & Testing Approach

Goals:

- The primary goal is to increase review submissions
- The secondary goal is to increase patient satisfaction and reviews.

[Best Practices Doc for Testing Approach](#)

Before You Publish Your Campaign

Review the [Create a Campaign](#) steps and [Test Your Campaign](#) before setting your campaign live.

Review & Interpret Your Results

Consider a visitor's interaction with a particular page, including how they arrived there and what they're expecting.

Use the documents below to help you set up your campaign stats screen and interpret your results.

[Campaign Statistics](#)

[Best Practices for Interpreting your Results](#)

The hypothesis for this campaign asserts that targeting patients who have recently had a physician visit, while they are back on the portal, will lead to an increased rate of survey completions and review submissions.

Recommended KPI's:

- Complete a survey
- Complete a review

Optimize Your Use Case

Review the [recommended optimizations for KPIs](#) to see where you can optimize based on the results you are seeing

Additional Resources

[Interaction Studio e-Campus Knowledgebase](#)
[Support](#)

