



## THE MOST POWERFUL, CONVENIENT AND COST EFFECTIVE PATIENT SATISFACTION SURVEY SOLUTION CAN HELP IMPROVE YOUR PRACTICE AND DEMONSTRATE YOUR COMMITMENT TO EXCELLENCE IN PATIENT CARE.

In times of instantaneous communications, **patients' perceptions** are magnified and become a key driver for **professional growth** in healthcare; it is now indispensable to measure them and we make it easy. Our clients are medical managers, physicians, dentists and other doctors in private practices, hospitals, group medicine and academia. They all share a commitment to excellence in patient care. *You can only manage what you measure.*

**HOW IT WORKS:** Doctors and practice managers are busy, so we partner with them to make the process really **simple**:

- 1) You sign up online in less than 5 minutes; plans are \$65 or \$90 per month per doctor (we do NOT charge patients).
- 2) We ship you a pack of **survey invitation cards** every quarter; your staff gives a card to each patient after the visit.
- 3) Patient visits our website, enters the unique code on the card and responds to the standard questionnaire in minutes.
- 4) We share your results **SOLELY WITH YOU**; i.e. your results are **CONFIDENTIAL** (quarterly report sample on next page). Typical response rates are 5% to 30%; e.g. an average of 10 patients / day = 30 to 180 responses per quarter.

**SAMPLE INVITATION CARD** (front and back): take a **sample survey** at [www.reportfordoc.com](http://www.reportfordoc.com) using the code below.



### Reasons to respond to the online survey:

- Your doctor cares about you and values your honest opinion.
- You help to improve the patient-doctor relationship and the healthcare system.
- It is free, anonymous and it takes less than 5 minutes to complete.
- You may enter to win an Apple MacBook Pro laptop or \$2,000.
- Report For Doc is an environmentally and socially responsible company. This card was printed on recycled paper and we support the following medical organizations with donations: American Breast Cancer Foundation, American Diabetes Association, American Heart Association, Leukemia and Lymphoma Society, and Smile Train (cleft palate surgeries for children).



## WHY CAN REPORT FOR DOC HELP YOU?

- **Excellence in patient care:** You clearly demonstrate to your patients that **you care** about what they think. While satisfied patients are more likely to return and refer a doctor to others, unhappy patients can change providers, voice their frustrations to the public through various channels or, in extreme cases, even pursue legal action for perceived malpractice.
- **Control:** Only your patients who receive a card can take the survey, so you proactively offer your patients a secure channel where they can anonymously voice their opinions to you. You also decrease the likelihood that patients post public reviews about you on random websites where you often do not know you are being rated.
- **Cost-effective:** When sending paper surveys, you are paying for printing, mailing, pre-paid return postage and manual data entering. Assuming a cost of \$2 per paper survey, if you see 15 patients per day, the annual cost per doctor is \$7,200 (\$2 x 15 patients/day x 240 days). With Report For Doc, your cost for the same 15 patients per day is \$780/year (\$65 monthly subscription x 12 months). This is almost a **90% cost reduction - savings of \$6,420/year per doctor**. You can invite every patient to take the survey; there is no extra cost.
- **Meaningful results:** Over 75% of the US population has internet access and, in order to increase response rates, we offer patients a chance to win a sweepstakes. Survey insights often enhance decision making.
- **Accuracy and accessibility:** Patients can take the survey immediately after the visit while the experience is fresh in their minds - e.g. there is no wait to receive a paper survey form in the mail. And there are no data entry mistakes that may happen when typing data from paper survey forms. Results are always available to you online and are updated as soon as patients complete the survey, allowing you to take immediate action, if appropriate.

**OUR PROMISE:** We strive to offer valuable and easy to use services. You can cancel your subscription online at anytime; although we certainly hope you don't, we want you to know it is easy.

We invite you to visit [www.reportfordoc.com](http://www.reportfordoc.com) and find out why doctors and medical practices are joining us. And please feel free to **send a message to doctors and medical managers** who may have an interest in our services.

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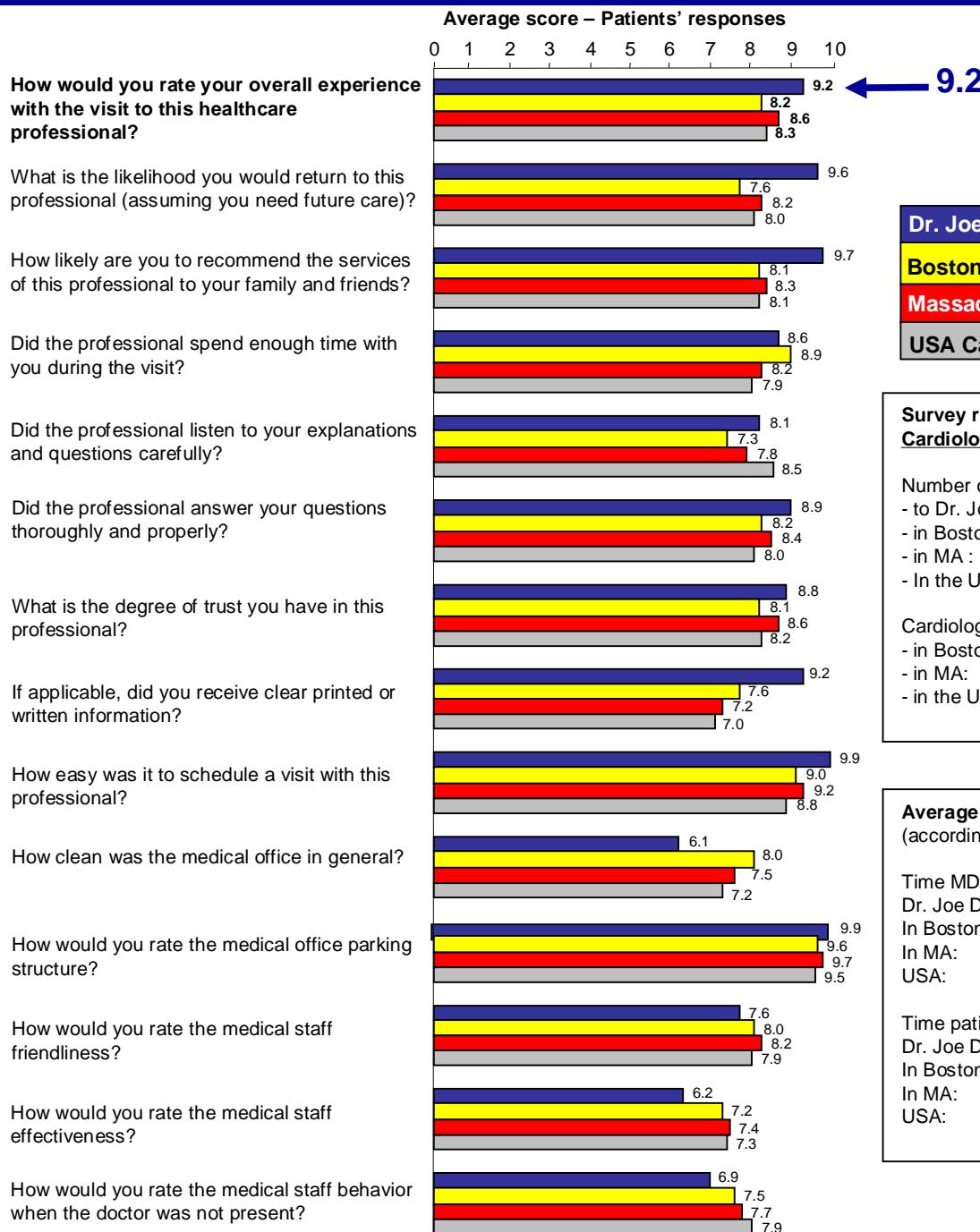
## THIS IS ONLY A SAMPLE REPORT

This sample report shows many of the features of the quarterly report. Your reports may not include regional comparisons until we have a critical mass of members in your specialty and/or region.

### CONFIDENTIAL REPORT FOR DR. JOE DOE, CARDIOLOGIST IN BOSTON, MA

↑ About the health professional and the visit

↓ About the office and staff



#### Legend

Dr. Joe Doe - Cardiologist
Boston Metro Cardiologists
Massachusetts Cardiologists
USA Cardiologists

#### Survey results for Jan-Mar/09 Cardiologists only

Number of responses:  
- to Dr. Joe Doe: 102  
- in Boston Metro: 2,030  
- in MA : 4,875  
- In the USA: 31,973

Cardiologists surveyed:  
- in Boston Metro: 29  
- in MA: 56  
- in the USA: 841

#### Average ± Standard Deviation (according to patients' responses):

Time MD spent with patient:  
Dr. Joe Doe: 22 ± 6 min  
In Boston Metro: 20 ± 6 min  
In MA: 18 ± 5 min  
USA: 19 ± 4 min

Time patient waited to see MD:  
Dr. Joe Doe: 19 ± 9 min  
In Boston Metro: 21 ± 8 min  
In MA: 22 ± 7 min  
USA: 17 ± 6 min

#### Selected patients' comments to Dr. Joe Doe; 1Q09

- Dr. Joe Doe is a very competent and caring doctor. I would strongly recommend him.
- My mom and I were surprised by how genuinely caring Dr. Doe was! I wish every MD were like him! Congratulations!
- The new medical office receptionist needs to be more friendly, especially when Dr. Doe is not present.
- The parking structure of the medical office is often full during the day. It takes a long time to find a parking space.
- The restroom was clean despite a broken mirror. I suggest a wider variety of reading material in the wait area.
- Wonderful MD. Great support staff, except the receptionist, who sometimes has an attitude. I will gladly return to Dr. Joe Doe if needed.

**"In the communications era, patients' opinions are increasingly critical for professional growth in healthcare. Doctors and practices committed to excellence in patient care are using Report For Doc."**