



Healthcare Overview

Long Range Systems
800.437.4996 • 214.553.5308
www.pager.net



Allegiant Loyalty Program

Your key to insuring ongoing quality to your customers and ongoing success to your business

How It Works

1. The patented handheld devices are handed out to patients or family members. They are attracted to the easy-to-use technology and conveniently input their survey responses.
2. The trays are docked at the end of the day. After hours, the docking stations connect to our data center and transfer all survey data
3. Pre-designed reports are generated and available online on a real time basis.

How do you currently monitor patient and family member's satisfaction?

800-NUMBER SERVICES Incentive required. Experience is evaluated hours or days after the fact. This tool will not attract all demographics represented in your establishment. Therefore, the results you receive may not be a fair representation of your patients views.

ADMINISTRATION INTERACTION Only effective if administrators consistently visit the majority of the patients and effectively probe for satisfaction information. This is rare at best and is difficult to tabulate performance or trends.

STAFF INTERACTION Third party information. You hear their version if and when they choose to share it with you.

WEB SURVEYS/PAPER COMMENT CARDS Too few to matter. Usually will only capture extremes, i.e. Very Satisfied or Very Dissatisfied.

Why should you choose our satisfaction assessment services?

HIGHEST RESPONSE RATES Our patented, easy-to-use technology ensures the highest quantities of survey responses.

VALIDITY Our survey system guarantees a valid cross-section of your patients and family members. Our data is tamper-proof and electronically recorded and stored.

PERFORMANCE BENCHMARKING Our surveys are designed to establish performance benchmarks for each area of your facility.

DAILY PERFORMANCE REPORTING Keep your finger on the pulse. If satisfaction slips below a benchmark target, you NOW have the ability to interject change, BEFORE it has a long-term, negative impact.

VALUE With these powerful & cutting edge features at a monthly fee significantly less than traditional survey methods, our assessment service is value-packed.

WHAT WE PROVIDE:

- Survey System Hardware
- Survey Consulting and Design
 - Multiple Survey Capability
- Data Report Consulting and Design
- Daily Report Generation
- On-Site Implementation Guide
- 24/7 Support
- Total Data Security
 - Strict Confidentiality
 - Off-Site Data Back-up

WHAT YOU PROVIDE:

- A dedicated analog phone line or internet port with outside access.
- A commitment from your management and staff to implement the survey system into your day-to-day operation.
- A commitment to collect and dock all survey devices each night at closing.



REPORTING

PMR Department Daily Summary

Questions / Responses

Response Type

2 The staff was friendly and courteous.

Yes/No

Response	Current		MTD		YTD	
	Count	Percent	Count	Percent	Count	Percent
Yes	42	97.67%	8	100.00%	108	97.30%
No	1	2.33%	0	0.00%	3	2.70%
<i>Totals / Scores:</i>		43	8		111	

3 Appointment follow- ups were efficiently scheduled.

Yes/No

Response	Current		MTD		YTD	
	Count	Percent	Count	Percent	Count	Percent
Yes	43	100.00%	8	100.00%	104	93.69%
No	0	0.00%	0	0.00%	3	2.70%
Skipped		0.00%		0.00%	4	3.60%
<i>Totals / Scores:</i>		43	8		111	

4 Provider explained my treatment to me and was competent.

Yes/No

Response	Current		MTD		YTD	
	Count	Percent	Count	Percent	Count	Percent
Yes	42	97.67%	8	100.00%	107	96.40%
No	1	2.33%	0	0.00%	4	3.60%
<i>Totals / Scores:</i>		43	8		111	

PMR Department Daily Summary

Questions / Responses

Response Type

5 My wait time for the treatment was reasonable. Yes/No

Response	Current		MTD		YTD	
	Count	Percent	Count	Percent	Count	Percent
Yes	43	100.00%	8	100.00%	105	94.59%
No	0	0.00%	0	0.00%	4	3.60%
Skipped		0.00%		0.00%	2	1.80%
<i>Totals / Scores:</i>		43		8		111

6 Did the care you received exceed your expectations? Yes/No

Response	Current		MTD		YTD	
	Count	Percent	Count	Percent	Count	Percent
Yes	40	93.02%	7	87.50%	101	90.99%
No	3	6.98%	1	12.50%	10	9.01%
<i>Totals / Scores:</i>		43		8		111

7 Did the care you received fall below your expectations? Yes/No

Response	Current		MTD		YTD	
	Count	Percent	Count	Percent	Count	Percent
Yes	1	33.33%	0	0.00%	2	20.00%
No	2	66.67%	1	100.00%	8	80.00%
<i>Totals / Scores:</i>		3		1		10

PMR Department Daily Summary

Questions / Responses

Response Type

8 Were directions to the reporting desk made available? Yes/No

<i>Response</i>	<i>Current</i>		<i>MTD</i>		<i>YTD</i>	
	<i>Count</i>	<i>Percent</i>	<i>Count</i>	<i>Percent</i>	<i>Count</i>	<i>Percent</i>
Yes	41	95.35%	8	100.00%	102	91.89%
No	2	4.65%	0	0.00%	7	6.31%
Skipped		0.00%		0.00%	2	1.80%
<i>Totals / Scores:</i>		43		8		111

9 Would you recommend this clinic to others in the future Yes/No

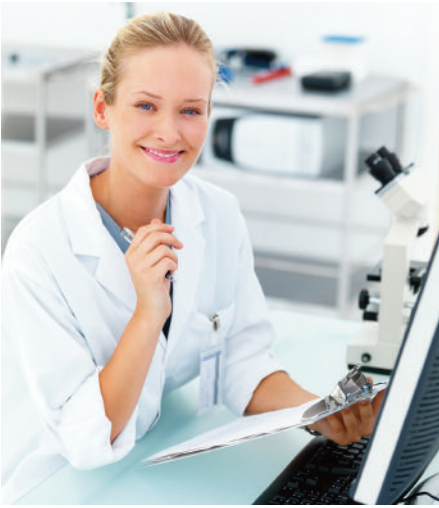
<i>Response</i>	<i>Current</i>		<i>MTD</i>		<i>YTD</i>	
	<i>Count</i>	<i>Percent</i>	<i>Count</i>	<i>Percent</i>	<i>Count</i>	<i>Percent</i>
Yes	43	100.00%	8	100.00%	107	96.40%
No	0	0.00%	0	0.00%	4	3.60%
<i>Totals / Scores:</i>		43		8		111

10 Do you need to speak to someone regarding your visit today? Yes/No

<i>Response</i>	<i>Current</i>		<i>MTD</i>		<i>YTD</i>	
	<i>Count</i>	<i>Percent</i>	<i>Count</i>	<i>Percent</i>	<i>Count</i>	<i>Percent</i>
Yes	8	18.60%	1	12.50%	23	20.72%
No	35	81.40%	7	87.50%	86	77.48%
Skipped		0.00%		0.00%	2	1.80%
<i>Totals / Scores:</i>		43		8		111



CASE STUDY & SURVEY INFORMATION



Case Study



UNIVERSITY OF TEXAS MEDICAL BRANCH

“Daily reporting has allowed the managers to monitor and address any outstanding issues quickly.”

– Louise Hancock RN
Director of Operations
UTMB-Galveston

INDUSTRY: Healthcare

PRODUCTS:

- Electronic Comment Card

CLIENT PROFILE

UNIVERSITY OF TEXAS MEDICAL BRANCH

Established in 1891 as the University of Texas Medical Department Branch, the 84-acre UTMB campus includes four schools, three institutes for advanced study, a major medical library, a network of hospitals and clinics that provide a full range of primary and specialized medical care, an affiliated Shriners Burns Hospital, and numerous research facilities.

UTMB is a component of the University of Texas System with 2,500 students and more than 1,000 faculty.

CHALLENGE

UTMB wanted to explore a method that would allow them to get instant feedback from their patients regarding their satisfaction of services provided, so that any patient concerns could be addressed immediately.

SOLUTION

According to Louise Hancock RN, UTMB's Director of Operations, UTMB recognized the opportunity in using LRS' Electronic Comment Card survey system to receive instant feedback and to offer quick service recovery for any patient concerns.

System Components: (Per Location)

- 10 - Electronic Comment Card Survey Trays
- 1 - Docking Station
- 2 - LRS alphanumeric manager pagers

Implementing The System

Several systems have been installed at 16 locations, within and outside of the UTMB campus. The locations consist of: Family and Internal Medicine, outpatient clinics, gastroenterology & renal clinics, pediatric primary care clinics, pediatric specialty clinics, OB/GYN, and orthopedic clinics.

The process for handing out the survey trays has been left to the individual clinics. However, many of them have found success in giving the responsibility to the nurse who hands them to patients, immediately following the completion of their visit. After patients complete the survey, the nurse collects the trays and returns them to the docking station.

RESULTS

Receiving Instant Feedback

As patients are presented with the survey, the device prompts them through a series of questions that measure their satisfaction in various aspects of their service experience. If at anytime the patient enters a response that triggers a

concern about the service rendered, the manager is instantly alerted with a message that is sent to the alphanumeric manager pager. At that time, the manager can immediately follow up on the issue at hand. "The pager option allows the manager to address the patient's concern at the time of the visit and has helped with patient satisfaction" comments Hancock.

Daily Reporting

The survey trays are placed on a docking station at the end of each day and that day's survey response data is automatically transmitted to the LRS database, where reports are generated overnight. By the beginning of the next day, the reports are emailed to managers or are available online. Managers are able to utilize the information from the reports to assess patients' overall satisfaction. "Daily reporting has allowed the managers to monitor and address any outstanding issues quickly", adds Hancock.

FUTURE

As UTMB has benefited from the system's ability to instantly alert them of patients' concerns, quick service recovery has helped with patient satisfaction. As a result, the medical branch expanded the use of the systems to include more clinics.

Service Improvement Benefit

- **Increase patient satisfaction by instantly addressing patients' concerns**
- **Get instant feedback about patients' service experience**
- **Generate reports daily to monitor patient satisfaction and address outstanding issues**



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Call: 800.437.4996
Visit: www.pager.net
Email: info@pager.net

Survey Design Guidelines

1. Each Survey Device can support up to 4 separate survey designs at one time.
2. Each Survey design can handle up to 40 survey questions.
3. Questions Design
 - a. Question length is 60 characters including spaces and punctuation.
 - b. Questions are formatted into 3 lines of 20 characters each and the words wrap, so all questions sentences must be measured to make sure they will fit within the 3 lines of 20.
4. Response Types
 - a. Yes or No.
 - b. Fixed Rating using our hard coded buttons (Poor Fair Good Best)
 - c. Scale Ratings from 0-9 (1-5 is the recommended scale for our system). We typically use 1=Poor, 2=Fair, 3=Average, 4=Good, 5=Excellent.
 - d. Multiple Choice Provides for a scrolling list of choices up to 60 Characters including spaces and punctuation. For Example: 1=choice one, 2=Choice two, 3=Choice three, 4=Choice Four (This is 57 characters and should give you an idea of how much you have to work with)
 - e. Any Key-this response type is used for instruction screens. It requires the guest to press NEXT to advance to the next screen and does not collect and data responses.
 - f. Alpha-Numeric. This response type is used for collecting email addresses. It is an open ended text field that supports up to 60 characters.
 - g. Zip Code-This response type is formatted for a 5 digit zip code.
 - h. Promotional-This response type is used to set your promotion contest if you want the survey device to award a random winner (prize or incentive of your choosing). Odds can be set for 1 to 1 (everyone wins) up to 1 in 1000. These odds are based on per tray usage, so if multiple trays are in use, prizes could be awarded at different times depending on the amount of usage one tray may be getting over another.
5. Branching-You may want to ask a separate set of questions based on the response to a primary question to drill down to more specifics. The only response type that you can set a branch from is a Yes/No response type.
6. Paging Triggers-Each survey device has a built in transmitter that can page a manager alpha-numeric pager which we can provide with the system. Any response to any question within your survey can trigger a page. This is commonly used for:
 - a. Poor responses to key questions that indicate guest is dissatisfied and may not return or recommend your business.
 - b. Loyalty building opportunities. Example: "Is this your first visit to <your business>?" A YES response would give the manager an opportunity to introduce themselves and make a lasting first impression that will strengthen that guest's loyalty to your business.
 - c. Sales/Marketing Opportunities. Example: Would you like information on setting up a child's birthday party? A YES response would prompt a manager.
 - d. Pages Manager for winners if you have a promotional setting.

Question Template

Question # ____ (20 Character max per line)

Response Type: **Check One**

- Yes/No Branching (Leave blank if N/A): Yes to Q. ____ No to Q. ____
- LRS Rating: Best/Good/Fair/Poor
- Instruction Screen Other-Explain: _____
- Scale: (Define each-60 character maximum)
1= 2= 3= 4= 5=
- Multiple Choice: (Define each-60 character maximum)
1= 2= 3= etc.

Question # ____ (20 Character max per line)

Response Type: **Check One**

- Yes/No Branching (Leave blank if N/A): Yes to Q. ____ No to Q. ____
- LRS Rating: Best/Good/Fair/Poor
- Instruction Screen Other-Explain: _____
- Scale: (Define each-60 character maximum)
1= 2= 3= 4= 5=
- Multiple Choice: (Define each-60 character maximum)
1= 2= 3= etc.

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- Instruction Screen Other-Explain: _____
- Scale: (Define each-60 character maximum)
1= 2= 3= 4= 5=
- Multiple Choice: (Define each-60 character maximum)
1= 2= 3= etc.

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- LRS Rating: Best/Good/Fair/Poor
- Instruction Screen Other-Explain: _____
- Scale: (Define each-60 character maximum)
1= 2= 3= 4= 5=
- Multiple Choice: (Define each-60 character maximum)
1= 2= 3= etc.

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- LRS Rating: Best/Good/Fair/Poor
- Instruction Screen Other-Explain: _____
- Scale: (Define each-60 character maximum)
1= 2= 3= 4= 5=
- Multiple Choice: (Define each-60 character maximum)
1= 2= 3= etc.

Connectivity Instructions

If you have firewall protection or service provider has certain restrictions, your IT department or your High Speed service provider needs to configure your system so it has Outgoing access to surveyproxy.pager.net on ports 3701 and 3702.

The Docking Stations are configured for DHCP. If your Router does not support DHCP, the bases will need to be configured for Static IP. We will provide a Configuration Wizard upon request and the instructions to reconfigure are below:

Static IP Base Configuration

When configuring your docking station for Static IP, you must connect the docking station to your computer via serial cable and run the Configuration Wizard supplied by LRS.

Once you launch the Wizard, you will need to select the Com port that the PC is using to communicate with the docking station. There will be a drop down list.

Next you will be asked if you want to configure for DHCP or for Static IP. Choose Static IP.

You will need the following information from your high speed service provider:

1. Static IP Address: **on Internal Network or LAN**
2. Subnet Mask:
3. Default Gateway:
4. Primary DNS Server (required):
 - Secondary DNS Server (optional):

The Wizard will walk you through where to enter this information. Once the configuration is complete, disconnect the serial cable from the docking station. Plug your high speed Ethernet line from your router, into the docking station port marked "LAN". Make sure the power is connected to the docking station and dock all trays.

Force an upload at this time by pressing and holding the reset key on the docking station for 5 seconds. Once you release the reset button, the base will initiate the upload process. Please make note of the any errors that come up on the top tray display. If the upload is successful, the top tray will display "upload completed", and you will have your designed survey name on the next screen.

If you do not get a successful upload, please contact LRS at 800-437-4996 (USA) or 214-553-5308 (outside USA). Ask for Ken Todd.