



# HEALTH CARE MYSTERY SHOPPING

## What is Health Care Mystery Shopping?

Mystery shopping for health care uses educated, experienced consumers to anonymously evaluate the customer experience with health care organizations and individual providers. The mystery "patients" receive training outlining specific details to observe during the on-site and telephone encounters. They employ objective criteria to create a snapshot evaluation of the customer's true experience.

## How is Mystery Shopping Used in Health Care?

Mystery shopping has been widely used in other industries for years in order to learn more about the customer experience. While relatively new to health care, the information gleaned from mystery shopping is invaluable in helping health care organizations to understand and improve the customer experience. With mystery shopping, the "patient" can describe in greater detail how he/she felt about the encounter during moments of truth.

## The Baird Advantage in Health Care Mystery Shopping

The Baird approach to mystery shopping offers the distinct advantage of a company that works solely in health care and is dedicated to improving the patient experience. Owned and operated by a registered nurse and experienced marketer with over 30 years of health care experience, Baird deliverables include:

- Thorough documentation of each encounter.
- Comprehensive report.
- Core recommendations and critical next steps.
- Consumer experience how well you are living your mission and brand promise.

Throughout the process, Shoppers gather general impressions about their experiences including way-finding, atmosphere and employee encounters. Shoppers spend time in public areas listening and observing the environment, staff and other customer reactions.

For more information about how to explore the patient experience first-hand, call **866-686-7672** toll-free today.

Mystery Shopping by phone targeting:

- Switchboard
- Call Center
- Numbers listed in ads or on website

Mystery Shopping in person, using real-life situations to evaluate:

- Urgent Care/ER
- Clinics
- Outpatient
- Inpatient

Understand the patient experience completely!