



# OPINIONMETER

## Case Study

# Planned Parenthood

### Overview

Planned Parenthood Mohawk Hudson provides quality reproductive health care and education to 12 counties in New York. Our Education and Medical departments were interested in direct patient feedback but a paper survey was inconsistent and not eco-friendly. Having discovered the Opinionmeter TP Kiosk made our goal that much more feasible. We currently use our devices in our largest clinic sites to gauge patient satisfaction as well as the advertising features to inform patients of special programs available to them.

### Problem

Being a large affiliate makes consistent patient satisfaction data collection very difficult. The medical staff is concentrating on delivering quality care and asking them to assist patients with completing surveys felt like just one more task on their plate. We also serve such a diverse population of people that we needed a mechanism to gauge what a specific group might need to make their visit with us more comfortable.

### Solution

The Opinionmeter allows us to have uniform surveys available to patients in the waiting rooms of clinics that are 80 miles away from each other! Additionally, with this system we have the ability to quickly gather and review the data from these distant sites using the web-based Survey Manager. The data we collect is being used to evaluate quality of care, convenient hours for patients, and level of customer service. We have not only used the system in our clinic, the Education Department has brought the Opinionmeter TP Kiosk to community events; to ascertain their knowledge base of services. The data collected has shown us where we are excelling in areas and where we need to fine-tune others.

### Benefits:

- Survey creation is easy and the branching feature allows for in depth data collection.
- The system is user friendly; patients are interested in seeing what the system is and want to participate, unlike the daunting paper survey.
- Automated web-based reporting saves staff time.
- Report options are incredible, the raw data is readily available and the ability to cross tabulate data collected is enormously valuable.
- Customer Service at Opinion Meter is amazing! They have been essential in training, trouble shooting and assisting with creating reports.



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### Feedback

“ *The Opinion Meter is one of the best investments PPMH has made to assess patient satisfaction. I continue to be amazed by the system’s functions as well as the support staff at Opinionmeter! Planned Parenthood Mohawk Hudson is dedicated to quality patient care. This system ensures we have a reliable tool for service evaluation.* ”

Eileen Lawson, Education Team Manager  
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