

Top 3 Ways Providers Impress Patients

ABOUT HIDA surveyed 1,000 patients to gauge what they want from healthcare providers. Our Horizon Report: Patient Satisfaction delves into what patients expect from providers, and what products providers think can help increase patient satisfaction. Patients vividly described to us how providers impressed them, or failed to meet their expectations.

“Easy to navigate hallways, small step to exam table, soft and comfy exam tables.”

– Female, Baby Boomer, West

“The waiting room was really beautiful. There were plenty of chairs, and it was a crowded day. Unique portraits hung on each wall. There was a snack and beverage machine in the waiting room which was nice.”

– Female, Millennial, South

1 Show a Visible Commitment to Infection Prevention



Facility has prevalent hand sanitizer and sterilization products.

Staff is seen frequently washing hands and doing cleaning and sterilization.



Masks given to those who need them and offered to all.

“I witnessed three hand washings in less than one minute by a pair of nurses.”

– Male, Millennial, West

“Hand sanitizers very available and being used.”

– Male, Silent Generation, Northeast

1 Infection Prevention

2 Easy-to-Navigate Facilities

3 Soothing Environment

2 Make Facilities Easy-to-Navigate



Clear, widespread signage

Open, easy-to-navigate rooms and hallways



Equipment and furniture that can fit needs of all patients

“The waiting room chairs are comfortable and it's very roomy. It's easy to get around things. Inside the exam room is also very relaxing. Soft colors.”

– Female, Baby Boomer, Midwest

3 Soothe Patient Nerves with a Comfortable Environment



Have comfortable furniture in waiting rooms and patient rooms

Provide gowns that fit well and close properly



Provide beverages and snacks

Source: Patient Satisfaction: How Medical Products Improve Consumer Experience
Health Industry Distributors Association, 2016