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.

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

2. Make Facilities Easy-to-Navigate

- Open, easy-to-navigate rooms and hallways
- Clear, widespread signage
- 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

- Provide gowns that fit well and close properly
- Have comfortable furniture in waiting rooms and patient rooms
- Provide beverages and snacks

“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

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