

CASE STUDY

Turning Data into Action: How Performance Excellence Drove Sustained Patient Satisfaction Gains



When patient satisfaction scores declined across multiple acute-care hospitals, TouchPoint Support Services responded with a proactive, data-driven approach focused on long-term improvement. Instead of adding labor or applying temporary solutions, TouchPoint activated its Performance Excellence team to reengineer operations, translate data into frontline action, and adapt in real time.

The result was sustained gains in Cleanliness Scores, stronger associate engagement, and a more resilient operational system that continuously improves patient experience over time.

The Challenge: Abundant Data, Misaligned Focus, Stagnant Results

Across five large acute-care hospitals, frontline teams were working hard, yet patient satisfaction scores remained flat. A deeper analysis of patient survey data revealed a critical misalignment:

- Emergency Departments generated 70–90% of patient feedback
- Inspections, leadership rounding, and operational focus remained disproportionately concentrated on in-patient areas

Seasonal pressures such as flu surges, increased census, and higher Emergency Department utilization historically drove predictable dips in patient satisfaction. In 2024, however, those declines exceeded historical norms – signaling

systemic operational misalignment rather than seasonal variation. TouchPoint realized it needed to ensure those declines were mitigated or removed entirely.

Compounding the issue:

- Inflated internal quality assurance (QA) scores masked the true patient experience
- Frontline associates worked against inefficient workflows and outdated, paper-based processes
- Leaders lacked a shared, real-time view of performance, making it difficult to intervene early or consistently

This was not a team performance problem; it was a system design problem.



This process is not about fixing today's issues. It is about building a system that gets better over time.

– Patrick Goheen, Director of Performance Excellence





10.9-point

year-over-year Cleanliness Score increase

59% increase

month-over-month in QR code generated service requests

59% increase

in Quality Assurance surveys

The Approach: Operationalizing Data - Not Just Reporting It

TouchPoint's Performance Excellence team deployed a repeatable, scalable operating model grounded in three principles:

1. Focus operations where patients experience care
2. Flex operations using real-time data
3. Build disciplined, continuous improvement loops

Turning Insights into Frontline Action

In conjunction with TouchPoint's Data Insights Group, the Performance Excellence team identified the specific hospitals, units, and spaces driving patient dissatisfaction. On-site assessments blended analytics with operational expertise, converting data into clear operational change.

Leaders gained access to a single, integrated operating view spanning:

- Patient feedback
- QA results
- Financial performance
- Task execution
- AI-generated action plans

This created a system designed for action, not analysis.

Key Operational Interventions

- Realigned inspections and leadership rounding to match patient survey origination, particularly in Emergency Departments
- Increased QA activity in high-impact, patient-facing areas
- Deployed QR codes in high-traffic restrooms and waiting rooms to capture real-time feedback
- Implemented site-specific action plans following each visit
- Established bi-weekly Performance Excellence accountability calls with site, regional, and executive leaders, reinforced by follow-up visits to reinforce gains

These actions created a clear inflection point. Across all five hospitals, year-over-year performance improved in 2025 compared to 2024, even during historically challenging winter months. Overall scores rose 10.9 points, with gains compounding across four consecutive months – evidence of true process improvement, not temporary wins.



This helped us move past quick fixes and focus on what actually sticks. Walking the space through a patient lens changed how we operate.

– Jason Schreppel, Director of Environmental Services, Tulsa, OK



Performance Excellence Post-Visit Analysis

+10.4 pts

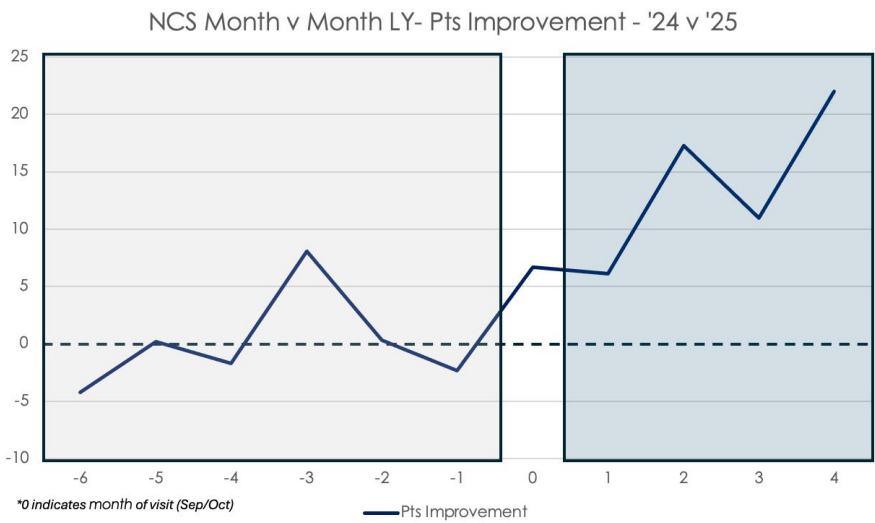
Average NCS pt increase for months after visit vs same month the previous year

+59% | +8%

1. Increase in High Volume QR Code Tasks
2. Increase in TaskUp Compliant Tasks

+59% | +84%

1. Increase in # of surveys vs period leading to visit
2. Increase in Surveys highly correlated to NCS (Same Period)



Technology That Adapts to Operations

Sustained improvement required technology that worked for frontline teams, not against them. Performance Excellence worked with the Operations team to redesign its digital task management platform to flex dynamically based on demand and patient impact.

Frontline Associate Benefits Included:

- Dynamic task prioritization aligned to patient experience
- Realistic duty lists with accurate task durations
- Visual alerts flagging unachievable workloads before shifts fell behind
- Overnight deployment of operational changes without retraining or creating confusion

For the first time, associates completed shifts knowing their work was achievable and aligned with patient expectations. Managers gained visibility into task completion, turnaround times, and exceptions, enabling coaching instead of guesswork. Morale improved as effort translated directly into measurable results.

“ This process changed how I think about operations. It clarified priorities and helped me lead for sustained improvement rather than short term fixes.

— **Matt Harmon, Director of Environmental Services, Wichita, KS**

Leadership Alignment and Sustainable Change

At one hospital, Cleanliness Scores improved from negative four point two to thirty two point four within two months after inspections, rounding, and task prioritization were realigned. Other sites achieved triple-digit percentage improvements once leadership focus shifted to Emergency Departments, restrooms, waiting rooms, and other patient-facing spaces.

By integrating real-time analytics, disciplined QA, frontline execution, and consistent follow-up, TouchPoint helped hospitals transition from reactive problem-solving to proactive performance management with results that continue to compound over time.



Outcomes That Matter

Rather than chasing isolated metrics, TouchPoint measured percentage improvement and performance trajectory, reinforcing continuous improvement over one-time wins.

Patient Satisfaction Performance

- 10.9-point average Cleanliness Score increase in the first four months following Performance Excellence engagement compared to the same period the prior year
- 2.5-point increase in Cleanliness Score following Performance Excellence visits compared to a 28-point decline during the same period the year before

Task Management and Frontline Execution

- 59% month-over-month increase in QR code-generated service requests
- 10% increase in frontline associate adoption of digital task management within four months

- 8% improvement in task completion compliance
- 59% increase in QA activity in high Cleanliness Score correlated areas
- 84% of surveys directly tied to patient rooms or patient interaction
- 81% increase in high correlation QA surveys following Performance Excellence engagement

Quality Assessments Aligned to Patient Experience

- 59% increase in QA activity in high-correlation Cleanliness Score areas
- 84% of surveys tied directly to patient rooms or patient interaction
- 81% increase in high-correlation QA surveys post-Performance Excellence engagement

The Takeaway

When data shapes operational change and systems are designed to flex with reality, performance compounds. This success was not about working harder; it was about designing smarter systems that improve over time. By aligning real-time analytics, adaptable technology, leadership behaviors, and frontline workflows, TouchPoint helped hospitals shift from reactive problem-solving to proactive performance management. The result is measurable, sustained improvement that strengthens with every cycle of execution.

TouchPoint's Performance Excellence model proves that continuous improvement is not an initiative – it is an operating system.



For us, Performance Excellence is not a project. It is a system and mindset designed to learn, adapt, and improve continuously. It's underpinned by technology, actioned with data, and scaled with AI, but the magic happens on the ground by people who care.

- Max Mosky, SVP, Strategy, Operations, & Analytics



Discover how TouchPoint's Performance Excellence model can help your organization build smarter operations, stronger teams, and better patient experiences. www.touchpointsupportservices.com

