

CASE STUDY

How TouchPoint Helped Hospitals Earn National Recognition for Cleanliness and Patient Experience



Healthcare organizations face growing pressure to improve patient satisfaction, operational performance, infection prevention, and sustainability outcomes while maintaining financial and regulatory accountability. Through collaborative partnerships, real-time operational support, and data-driven service strategies, TouchPoint Support Services helps healthcare systems achieve measurable results that elevate patient trust, strengthen hospital reputations, and earn nationally recognized distinctions in cleanliness, safety, and sustainability.

Building Recognition Through Partnership

Healthcare systems are evaluated through publicly reported CMS patient experience scores, safety grades, hospital rankings, and sustainability benchmarks. Recognition from organizations like *Becker's Hospital Review*, Practice Greenhealth, and Leapfrog has become more than a milestone; it reflects operational performance, patient trust, and organizational credibility.

At the same time, hospitals face ongoing challenges tied to staffing shortages, patient expectations, infection prevention, operational efficiency, and environmental stewardship. According to recent CMS HCAHPS reporting data, the national average "Cleanliness of Hospital Environment" top-box score was approximately 74%, while the 90th percentile reached 85%, highlighting the significant gap between average-performing hospitals and top-performing organizations nationally.¹

TouchPoint partners with healthcare organizations to help close that gap through operational discipline, frontline engagement, quality assurance systems, patient-centered communication, and sustainability initiatives designed to improve measurable outcomes across healthcare environments.



The hospital doesn't consider us a purchased service or a contractor. They look at us as part of the family. The partnership, responsiveness, and communication have completely transformed operations and strengthened outcomes across the organization.

- David Kisner, Director, Regional Operations
TouchPoint Support Services



44 client hospitals recognized by 2025 Practice Greenhealth awards

"A" Leapfrog safety grades consistently maintained by TouchPoint-supported hospitals

5 TouchPoint-supported hospitals were recognized on Becker's Hospital Review's Cleanest Hospitals rankings



BECKER'S **HOSPITAL REVIEW**

How TouchPoint Improved Hospital Cleanliness and Patient Experience

Elevating Patient Experience Through Operational Excellence

TouchPoint-supported hospitals earned recognition through a combination of operational consistency, proactive communication, and frontline accountability.

At hospitals in Oklahoma, Kansas, Wisconsin, and Alabama, TouchPoint teams collaborated daily with nursing leaders, infection prevention staff, surgeons, and executive leadership to maintain high standards in Environmental Services (EVS) and patient experience.

At one Alabama client facility, EVS managers described how strong hospital leadership and high operational expectations helped transform the organization's culture. Over time, the partnership evolved from a reactive process focused on correcting issues into a proactive operational model centered on accountability, visible leadership, and continuous improvement.

TouchPoint managers and frontline associates adopted a hands-on approach emphasizing daily rounding, real-time coaching, and peer accountability. Managers regularly conducted quality assurance rounds alongside associates to reinforce standards, provide immediate feedback, and identify improvement opportunities before they negatively impacted patient experience scores.

Key operational strategies included:

- Daily rounds and real-time issue resolution
- ATP testing and quality assurance monitoring
- Throughput and room turnaround tracking
- Patient satisfaction monitoring through HCAHPS reporting and unit-level quality reviews
- Patient-centered communication using AIDET practices
- Ongoing retraining and staff engagement

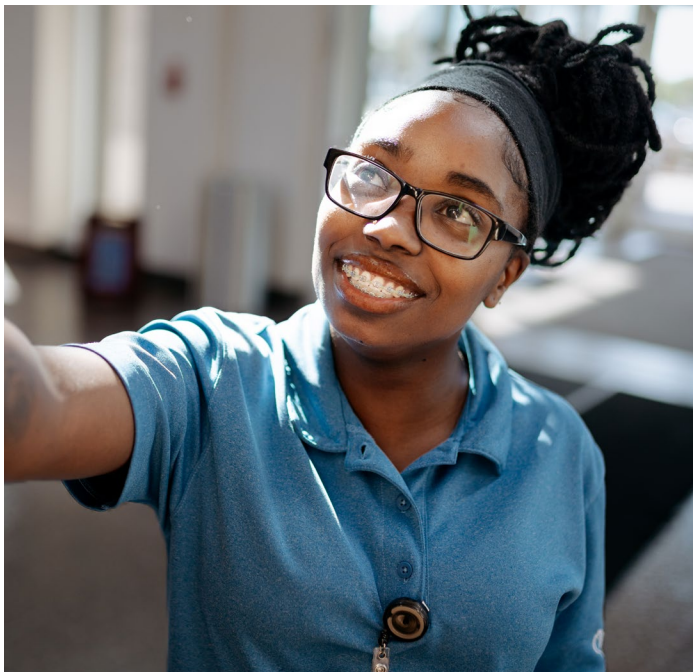
For one Michigan health system, TouchPoint's integrated workflow and task management solutions contributed to a 32.9% reduction in turnaround times while achieving 99.7% task completion rates, helping improve operational efficiency and support a more consistent patient experience.⁷

Research supports the impact of these practices. A national NIH-supported study found hospitals with higher patient-rated cleanliness scores were associated with lower hospital-acquired infection scores.² Becker's 2025 Cleanest Hospitals recognition highlighted five TouchPoint-supported hospitals for exceptional cleanliness performance based on CMS patient experience data.³

Across five TouchPoint-supported acute-care hospitals, targeted Performance Excellence initiatives contributed to a 10.9-point year-over-year increase in cleanliness scores, demonstrating how sustained operational focus can improve both patient perceptions and publicly reported performance metrics.⁸

TouchPoint's standardized quality assurance platform demonstrated a 99.9% statistical confidence interval linking stronger quality assurance performance with improved patient satisfaction outcomes, reinforcing the relationship between operational consistency and patient experience.⁹

Like many healthcare organizations nationwide, TouchPoint-supported hospitals also faced ongoing workforce and staffing challenges tied to labor shortages and increased competition for frontline associates. Leaders emphasized that consistent management, structured training programs, and a strong workplace culture played a critical role in retention and operational consistency across facilities.



Strengthening Hospital Reputation and Trust

Patient perceptions of cleanliness and communication directly influence hospital reputation, patient loyalty, healthcare brand perception, patient experience scores, and willingness to recommend care providers.

At several community-based hospitals, frontline associates viewed their work as part of the broader healing process rather than simply a support function. Leaders reinforced a culture centered on patient care, accountability, and personal ownership, helping teams maintain high engagement and pride in both operational performance and patient outcomes.

At one client hospital in Kansas, TouchPoint teams implemented AIDET communication practices

to improve patient engagement and visibility of environmental services staff. The hospital maintained repeated *Becker's* cleanest-hospital recognition, strong CMS scores, and consistent Leapfrog "A" safety grades across multiple reporting periods.

Patient experience research has shown patient perceptions of cleanliness are materially associated with both overall hospital ratings and willingness to recommend a hospital, reinforcing the direct connection between EVS performance and healthcare brand trust.¹

Recognition programs also reinforced operational culture across TouchPoint-supported facilities. Teams celebrated positive patient feedback, public recognition, and patient satisfaction survey mentions to reinforce engagement and accountability among frontline associates.

Advancing Healthcare Sustainability and Environmental Stewardship

TouchPoint helps healthcare organizations advance sustainability goals while earning recognition for environmental stewardship, waste reduction, and operational innovation.

Healthcare sustainability has become a strategic priority industry-wide.⁴ According to The Commonwealth Fund, the U.S. healthcare sector accounts for approximately 8.5% of domestic greenhouse gas emissions, while hospitals generate millions of tons of waste annually.⁵

TouchPoint-supported sustainability initiatives contributed to:

- Practice Greenhealth recognition across dozens of client hospitals
- System-wide sustainability awards
- Food waste diversion and reduction programs
- Environmental stewardship programs
- Texas Environmental Excellence Award recognition

One client health system in Texas received the 2023 Texas Environmental Excellence Award for Innovative Operations/Management through initiatives including food waste digesters, renewable energy efforts, LED upgrades, and real-time building management systems.⁶

TouchPoint's sustainability strategies align with Compass Healthcare's broader environmental initiatives focused on reducing waste, improving operational visibility, and advancing long-term environmental stewardship.

Operational Excellence Strengthens Healthcare Brand Reputation

Recognition in healthcare is earned through consistent operational performance, exceptional patient experiences, and a demonstrated commitment to safety and sustainability. TouchPoint helps healthcare organizations achieve those outcomes by combining integrated support services, frontline engagement, data-driven accountability, and collaborative partnership models that strengthen both operational performance and brand reputation.

Across healthcare environments, TouchPoint's partnership-driven approach helps organizations strengthen operational culture, improve patient perceptions, and create healthcare experiences that support both clinical excellence and community trust. From nationally recognized cleanliness rankings and patient experience achievements to sustainability leadership and environmental stewardship, TouchPoint helps healthcare systems create measurable results that patients trust, communities recognize, and healthcare leaders value.

From patient satisfaction to sustainability leadership, TouchPoint Support Services helps healthcare organizations turn operational excellence into recognized achievement. Explore how TouchPoint can support your healthcare system through Environmental Services, patient experience improvement, infection prevention strategies, and sustainability leadership: www.touchpointsupportservices.com



Recognition data reflects publicly available reporting and selected TouchPoint-supported client outcomes as of May 2026.

Sources

¹Hospital Consumer Assessment of Healthcare Providers and Systems

<https://www.hcahpsonline.org/en/summary-analyses/>

²National Institute of Health (NIH)

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³Becker's Hospital Review

<https://www.beckershospitalreview.com/rankings-and-ratings/350-cleanest-hospitals/>

⁴PwC Health Research Institute

<https://www.pwc.com/us/en/industries/health-industries/library/esg-health-industry.html>

⁵The Commonwealth Fund

<https://www.commonwealthfund.org/publications/explainer/2022/apr/how-us-health-care-system-contributes-climate-change>

⁶Texas Commission on Environmental Quality

<https://www.tceq.texas.gov/p2/events/teea/winners/2023-winners>

⁷Driving Operational Efficiency and Exceptional Patient Experiences at MyMichigan Health

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⁸Turning Data into Action: How Performance Excellence Drove Sustained Patient Satisfaction Gains

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⁹Transforming Quality Assurance through a Standardized Operating Platform

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