

# Key Survey used to manage Assessments

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Amanda Hindsman  
Project Manager

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## Business Challenge

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## Which WorldAPP product was used to meet your needs?

I met with Margaret along with our Key Survey Account Executive, Matt to discuss migrating Margaret's surveys from Zoomerang to Key Survey in an effort to create one master survey and customized reporting to prevent Margaret from manually tabulating results through the use of a macro.

The macro was built to mirror the former excel summary report that was being manual generated so the final result to our CEO appeared seamless and did not impact the formatting of the data that

**About:**

**Studer Group** partners with healthcare organizations to create great places for patients to receive care by first creating a great place for employees to work and physicians to practice medicine.



was used in his presentations to our partners.

## What was the result of using a WorldAPP product?

Margaret estimates that each assessment from the first pre-call until the finalization of the reports to take at the most 3 hours per facility with the bulk of the time obviously spent on the data part of the process. However, upon the migration from Zoomerang to Key the customized reports and macros the data is practically “spit out” in minutes depending on the size of the organization.

This has cut the turnaround time to our partners dramatically and thus allowing for a scalable product that we can offer to more organizations. The use of one master survey also allows for us to track and trend results globally for all partner responses while still maintaining the ability to drill down to system, hospital, role, and other levels.

We are in the process of rolling out the completed macro to our PRC and BD departments who complete Organizational assessments on a regular basis. Not only does Key Survey/Macro create consistency in our organization by standardizing the organizational assessment survey but it saves



time previously spent calculating results in excel and avoids errors.

## **What are the steps used to reproduce your scenario?**

I encourage other organizations with large volumes of survey responses to take advantage of the ease and speed of a macro via Key Survey. By supplying the Key Survey team with a sample of the end result we wanted from the macro we were able to problem solve and create a report that meets our CEO's and out organizational needs.

We look forward to taking advantage of other Key Survey products in the future as our business needs grow. We are very pleased with the support and services provided.

*Amanda Hindsman*  
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