

# Renown Health uses Key Survey to expand and streamline Mystery Shopping Program

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Today We use Key Survey and have more than 105 First Impression areas that are audited – you can easily see how the initial method could not support an expansive program. ”

Ayse Caglar,  
Marketing Business Partner II



## What was your business challenge?

Renown Health is the region's leader in healthcare offering our community three hospitals and 16 convenient urgent care and medical group locations. With the firm understanding that the physical environment and the courteousness of the nurses and staff impacts the patient's overall experience, Renown pays great attention to the appearance of its lobbies and other first impression areas.

To ensure a positive and pleasant experience for our patients and visitors, we have been conducting a mystery shopping program for several years. Initially, all audits would be completed and recorded in excel sheets to formulate individual scores and year-to-date scores. Senior Leadership would receive high-level monthly overall reports, the "area-owners" would receive detailed reports for their lobbies and the first impression staff would receive individual reports with areas that needed improvement.

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**About:**

**Renown Health is northern Nevada's largest and only locally owned not-for-profit integrated health network and a nationally recognized healthcare leader.**

**Renown Health is one of the Top 100 integrated health networks in the country and the only Top 100 recognized integrated health networks in the state of Nevada.**

**We proudly offer the region an integrated solution for all of the community's healthcare needs.**



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

Key Survey.

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

We worked with an account manager at Key Survey to create a custom survey that mirrored the audit tool, complete with a scoring system. We then created custom and auto email reports that sent individual reports to the area owners any time a new audit is received for their area.

Now, the mystery shopping team simply fills out the survey after the audit. Key Survey calculates the score and sends the area owner an email report. It all takes less than 5 minutes and the area owners have real-time feedback to address issues or concerns regarding their lobby and other first impression areas.

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

Key Survey has taken a very labor intensive (and mundane) process from 1 hour per lobby to less than 5 minutes. And with 105 first impression areas, that amounts to a savings of over 96 hours!

We continue to find other unique and out-of-the box uses for Key Survey. Don't get me wrong, we definitely use it for market research, employee surveys, customer surveys and physician surveys, but we've definitely found other ways that Key Survey can simplify processes and offer efficiencies.

For example, our Food and Nutrition Services has recently started to use Key Survey as a tool to take meal orders from patients from the bedside. We created a survey with our menu options.

Dieticians take the patient's order for breakfast, lunch and dinner and they enter the order via handheld device from the patient's room. The kitchen staff has instantaneous access to the orders and can start planning meals for the day. Similar restaurant ordering/tracking systems run in the six digits.

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