

Fig. 3.1a-_: Patient/Customer Listening and Learning Approaches

Patient and Other Customer Listening and Learning Approaches	Patient Types			
	Current	Former	Potential	Other Customers
Patient satisfaction survey	W			
Focus groups			N	
Patient Complaint Management Process				
Patient/Customer satisfaction survey				
Point-of-service satisfaction surveys				
Patient/Customer contact staff feedback				
Informal patient/customer contacts				
Leader rounds				
Patient relations rounds				
Direct Marketing				
Website responses and emails				
Health Fair	A	A	A	A
Physician satisfaction survey	A		A	
Newsletter surveys				
Community Attitude Survey				A
Correspondence				
Phone calls				
Medical industry publications				
D-daily, W-weekly, M-monthly, B-bimonthly, Q-quarterly, A-annual, R-as required				

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), Results Charts, and [Best Practices](#).

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