

Figure 3.2b-_: Patient and Other Customer Satisfaction Determination Methods

Patient/Customer Satisfaction Determination Process Types	Determination Method Description	Performance Measures	Application Frequency	How Objectivity is Ensured	Related Action Plans	Patient/Customer Groups/ Segments	Types of Comparisons/ Benchmarks	Related Results Figures
Patient/Customer Satisfaction Survey (Internally Conducted)	3rd-party conducted, blind survey	Scale: 1-5 (1= poor, 5 = excellent)	Annual	Conducted blind and by 3 rd party	A, E	All	A, B	Fig. 7.1-
Independent Patient/Customer Perception Survey								
Focus Groups								
Patient/Customer Loyalty Study								
Informal Patient/Patient Family/Customer Feedback								

[Relative Comparisons/Benchmarks](#) Key: [A](#) - [Competitive](#); [B](#) - [Similar product/service comparisons](#); [C](#) - [Industry benchmarks](#)

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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