

Coastal Eye Scores High in National Satisfaction Survey

The nitty-gritty question on Coastal Eye Specialists' 2010 Patient Satisfaction Survey was the final one: "Would you recommend our eye care practice to your friends?"

97.5 percent of respondents said they would.

In fact, Coastal Eye surpassed the mean scores on all measures of patient satisfaction in the survey of medical eye care practices across the nation, taken by the respected BSM Consulting Group over the past seven years. More than 300 practices were represented in the national database.

Patients used a scale of 1 (poor) to 5 (excellent) to complete the survey. For the first 11 (out of 14) questions, the national database average score was 4.72. Coastal Eye's average score was 4.87.

The survey, designed to rate total patient satisfaction with everything from courtesy of the receptionist to post-operative follow-up care, was a handout/mail-in evaluation collected last summer. The survey is now an ongoing project, available online (see box).

"It was very gratifying that we did well on all the benchmarks," said Dr. Lee Wan, Coastal Eye's Medical Director. "All the eye care offices surveyed were already high-performing practices, concerned enough about providing high-quality service to participate in the study. We were in very good company. So to participate in a survey like that, and then actually beat the averages was a nice compliment."

But the real reason to conduct a survey, he said, is to find out where there's room for improvement. "There are some areas where we didn't beat the benchmarks by as much as others, so those are where we must focus our efforts."

The survey established internal benchmarks for future surveys — and will be used as a tool to evaluate future quality improvement measures.