What's YOUR patient's perspective?

Find Out with Medical Mystery Shopping.

BAIRD GROUP
Transforming culture. Shaping patient experience.
How do you reveal the “real” patient experience?

Baird Group’s Medical Mystery Shopping is the voice of the customer. Our trained, certified “mystery shoppers” anonymously observe and evaluate the patient experience at healthcare organizations—both by phone and on-site.

Why use Medical Mystery Shopping?

> Patient satisfaction surveys are not giving you enough information
> Ensure service lines are up to par prior to ad campaigns
> Understand HCAHPS scores

Medical Mystery Shopping: Discovering the Moments of Truth

While other companies might offer mystery shopping, Baird Group specializes in Medical Mystery Shopping with multiple methods to reveal the true patient experience at every touch point.
Medical Mystery Shopping Methods

Phone Calls
Our Mystery Shopper places calls to your office departments, or switchboards. Mystery Callers score their phone calls on:
> Appointment access
> Friendliness and knowledge of staff
> Empathy and caring of staff
> Transfer process

Walkthrough Visits
Posing as a friend or family member of a patient, our Mystery Visitor gathers important first impressions about:
> Overall atmosphere of public areas
> Way-finding
> Employee encounters

Patient Visits
Our Mystery Patient presents with symptoms of a non-emergent nature using a pre-determined scenario. They provide feedback on the total experience, such as:
> Waiting time
> Waiting room
> Overall care environment
> Staff interactions
> Nurse and physician interactions

Mystery Patient Visits are best used for Urgent Care/ED, Clinics and other outpatient areas.

Paired Patient Visits
Our Medical Mystery Shopper pairs with an existing patient scheduled for an appointment. The Shopper poses as a friend or family member to observe the patient experience in detail from start to finish. Paired Patient Visits are ideal for Cardiology, Oncology, Pediatrics and other specialties.

Healthcare Ethnography: Care Partner Observation
Baird Group offers a deep-dive assessment method called ethnography—to gain in-depth information of inpatient and ambulatory surgery experiences. Our Care Partner Observer (CPO) works with the patient and the patient’s family to document both direct and indirect observations and emotional responses.

CPOs are used in both scheduled and ED admissions. Observations include:
> Communication and responsiveness to requests
> Environmental situations such as noise, privacy, temperature and cleanliness issues
> Adherence to standards such as white boards, scripting and bedside reporting
> Interactions between staff and physicians
> HCAHPS composites

“Every service line must pass the Mystery Shopping test before they get any advertising dollars.”
—VP Marketing

“The data gave us a clear game plan.”
—COO Healthcare System
For more than 20 years, Baird Group has focused on improving the patient experience. Our Medical Mystery Shopping will help you better understand your patient’s perspective and improve your patient satisfaction scores.

Deliverables include:

- Documentation of observations, including photos of on-site visits
- Comprehensive final report and online reporting of each encounter
- Consultant review of strengths, weakness, core recommendations and critical next steps