

# Medical Mystery Shopping

## What is medical mystery shopping?

Medical mystery shopping involves trained customers who anonymously evaluate the patient experience at healthcare organizations and individual providers. The mystery shoppers are certified in specific details to observe during both on-site and telephone encounters. Mystery shoppers employ objective criteria to create a snapshot evaluation of a patient's true experience.

## How is mystery shopping used in healthcare?

Because HCAHPS now directly affects your bottom line, mystery shopping is integral to understanding your current patient experience to improve HCAHPS scores. Mystery shopping has been widely used in many industries for years to help employers understand experiences offered at their businesses. Relatively new to healthcare, the information gleaned from medical mystery shopping is invaluable to helping healthcare organizations understand and improve the patient experience. Through mystery shopping, our shoppers can describe, in greater detail, how he or she felt about certain encounters, offering moments of truth for your organization's culture.



## How does it work?

### Mystery Phone Calls:

- Switchboard
- Medical practices
- Departments
- Numbers listed in advertisements or on your organization's website

### On-site Mystery Shopping:

- Urgent Care/ER
- Medical practices
- Outpatient
- Inpatient
- Care partner observers

## The Baird Advantage

Baird offers the distinct advantage of a company that works solely in healthcare and is dedicated to improving the patient experience. Owned and operated by a registered nurse and healthcare marketer with over thirty years of experience, deliverables include:

- Thorough documentation of each mystery shopping encounter, including photo documentation for on-site visits
- Comprehensive online and narrative reports
- Core recommendations and critical next steps
- Real consumer experience giving impressions on how well you are living your mission and brand promise

Throughout the process, shoppers gather impressions about their experiences, including wayfinding, atmosphere, access, and employee encounters. They spend time in public areas listening and observing the environment, staff, and other customer reactions.

For more information about how to explore the patient experience first-hand, call us toll-free at (866) 686-7672.



Transforming culture. Shaping patient experience.