

Investing in Patient Experience Delivers **18X** Downstream Return

Dignity Health East Valley drives millions
in new revenue with Vital

Putting Patients First

In 2017, Mercy Gilbert and Chandler Regional Medical Centers began implementing elements of a [high reliability organization](#) (HRO) to strengthen their performance in the areas of patient safety, patient experience, employee engagement, quality, and revenue. Known collectively as Dignity Health East Valley, the medical centers are **two of the best performing hospitals** within the larger CommonSpirit Health ecosystem.

“Our Excellence Every Day, Every Way HRO framework is really about focusing on what matters most — **our patients and our caregivers**,” said East Valley CEO Mark Slyter. “We can help them by creating a culture and environment that gives them the time, tools, and resources they need.”

Two important tools that help East Valley achieve the objectives of their HRO framework since late 2020 have been Vital’s patient experience solutions — [ERAdvisor](#) for emergency department (ED) visits and [CareAdvisor](#) for inpatient stays.

“There’s no question about it. This technology and our methods of high reliability have really achieved some **amazing results**,” Slyter shared in a recent Modern Healthcare [webinar](#).

About Vital

Vital delivers AI-powered patient experiences for the entire **hospital care continuum**, from an ED visit to an inpatient stay to discharge and follow-up.

Using their smartphone, patients can access **highly personalized updates** and tools from check-in onward. They can view wait times and next steps, monitor real-time test orders and results, share updates with loved ones, request service items, deliver real-time feedback, leave Google reviews, receive patient education, view their daily schedule of activities, order meals, track their progress toward discharge, access their patient portal, book follow-up care, and more.

Since 2020, more than **174,500 East Valley patients** have used Vital’s patient experience platforms.

ABOUT DIGNITY HEALTH EAST VALLEY

~650

Beds across two medical centers
in the Phoenix, AZ area

4,000+

Employees

~1,700

Physicians

CommonSpirit Health

Affiliate

Patient Experience Results

As an important component of their HRO strategy, Vital’s solutions have helped Dignity Health East Valley achieve:

- An **7.5% increase** in “likelihood to recommend” for inpatient care and a **4.5% increase** for emergency care
- An average ED and inpatient service rating of **4.4 stars**
- A **78% increase** in ED Google star ratings at Chandler Regional and **50% increase** at Mercy Gilbert

These successes and others are due to the impressive speed with which staff can respond to patient needs. Because all service requests logged through the Vital platform are automatically routed to the appropriate service line (e.g., housekeeping, nursing, nutrition services, etc.), Slyter says there has been a remarkable reduction in response time.

Another contributor to Dignity Health East Valley's success has been Vital's [Experience Management](#) feature. Rather than asking patients about their experience days or weeks later, staff are able to check in with patients during their stay through **real-time surveys**. This not only helps with service recovery, but it also enhances the hospitals' reputation. Here's how it works:

- When a survey rating of 3 stars or lower is received, hospital staff **receive an alert** and respond immediately, often turning a dissatisfied patient into a loyal customer.
- Should a patient indicate they're receiving 4- or 5-star service, the system invites them to **leave a review on Google**.
- Patients also have the opportunity to recognize individual staff members — a feature Slyter says can dramatically lift staff spirits

Business Performance

Dignity Health East Valley has also seen significant financial growth since 2020, due in part to the Vital platforms' ability to build patient loyalty and help patients **stay in-network**. ERAdvisor and CareAdvisor empower patients with hyper-relevant information and resources so they can take the next step in their healthcare journey.

With just a few taps, patients can access basic educational materials including labs and imaging, receive reminders for and **schedule follow-up care**, confirm insurance information, and access the hospital's patient portal.

“

We could talk about this from a safety, patient experience, or quality perspective, but because we're able to capture those patients and make sure they get the care that they need, it's financially beneficial to us and to health systems that might go down this path.”

Patient Adoption Rates

Slyter is quick to point out that the results attributed to Vital could not have been achieved without the software's ability to drive patient adoption. Because the HIPAA-compliant software uses text messaging to confirm each patient's identity as soon as they enter the hospital, patients **don't need to download a mobile app** or create a username or password. This has helped East Valley achieve a monthly average ED [patient adoption rate](#) of 57% and an inpatient adoption rate of 55%.

“

The feedback has been just overwhelmingly positive, not only in the culture but in the technologies that we put in place. That has placed us #1 and #3 in the company in employee engagement.”



Dignity Health®

East Valley's analysis of [financial performance](#) attributed to Vital from late 2020 to October 2023 has shown:

- \$2.2M more in EBITDA **margin**
- A 18X ROI in **downstream** appointment payments
- A 2% increase in **market share** in their service areas
- An average left-without-being-seen (**LWBS**) rate of 1.0% at Chandler Regional and 1.1% at MercyGilbert

“

While our EMR is certainly an important tool for hospital operations, if we asked our staff about how many patients and families actually use it, it's in the 10% or less range, but because Vital's purpose-built solution for EDs and inpatient care is so intuitive and easy for patients to interface with, we see much, much higher engagement.”

LEARN MORE

See how much additional revenue Vital can generate for your hospital.
Try our [ROI Calculator](#)