HEALTHCARE

How Meliva tracks patient experience in real time across its clinics

Meliva, a healthcare network with multiple clinics, uses Synopticom to track patient experience in real time by clinic, service and time. Negative feedback gets an immediate response, positive reviews motivate staff, and service-quality decisions rest on real data.

> "We monitor patient experience in real time and respond quickly to issues."
>
> **Vilma Laukėnė**, Customer Experience Coordinator, Meliva

The challenge

Meliva needed to monitor patient experience continuously across multiple clinics and service lines. It wanted to react quickly when a patient had a poor experience, and to use positive feedback to motivate staff and build a strong organisational culture.

All of this had to rest on real, current data rather than gut feeling.

The solution

Synopticom designed a real-time patient experience tracking solution that breaks down results by clinic, service and time.

Negative feedback triggers an immediate response, so issues can be resolved while they still matter. Positive reviews are surfaced to share best practices and motivate teams. The system gives managers clear visibility of the weakest areas across the organisation.

The result

Meliva can now identify its weakest areas and react fast to negative feedback, which protects the patient experience. Positive patient reviews strengthen staff motivation and feed a positive organisational culture.

Decisions about service quality are made on real data, consistently across the organisation. That drives continuous improvement of the patient experience.

AT A GLANCE

Client
Meliva

Sector
Healthcare

Country
Lithuania

What Synopticom delivers
Real-time patient experience tracking, with an immediate response to negative feedback

Results broken down by
Clinic, service and time

Key result
Faster action on negative feedback and service-quality decisions made on real data across the organisation

Running several clinics or service points? See what real-time patient feedback could look like for you.

Book a demo