



# Break the Mold. Govern the Journey. Enhance the Experience.

**MaritzCX is redefining the future of the patient experience.** We are not the standard survey technology that has been on the market for the last 25 years. We offer mail HCAHPS mandated surveys to meet your requirements, but the excitement comes with our new high-tech patient experience (PX) capabilities used to conduct millions of surveys in other major multi-billion-dollar companies.

MaritzCX has created a new category: **PatientCX**. Our platform and the healthcare-applicable best practices we have for other industries like banking, automotive, telecom and energy are light years ahead of the top 3 PX companies on the market. Let us help you understand how customer experience (CX) lessons can inform and amplify your patient experience.

## We Believe...

...**Your brand in healthcare and in your community matters** – we provide tools to ensure consistency in content provided to patients when you request their feedback, in any form, for any purpose, using any method.

...**The data is contractually your data** – any collected data or related analysis through our platform is owned by you, not a vendor.

...**PatientPX is the solution** – empowering healthcare leaders to not only measure and govern insights collection, but to take action on data and influence the business results.

### 3 areas in which your organization can realize an immediate difference with MaritzCX are:

- 1 Customization** – everything from custom surveys and custom scales (like NPS) to drop-and-drag custom dashboard designs will provide you with the most tailored program to fit your users and patient respondents. Plus, the data is your data, not owned and held hostage in a vendor's portal.
- 2 Additional Programs on One Platform** – built-in, native Nurse and Leader Rounding Program, Employee and Physician Surveys and Community surveys reported in the same place as PX data. You can view your clinical, operational and experience data on the same dashboards, with integrated displays and analytics across data sets.
- 3 Industry-Leading Technology** – unique survey modes (like dynamic text, real-time QR code and video/audio enabled capture) and functionality to enable features like HCAHPS Diagnostics with survey branching logic to engage patients and get the details needed to make real change.

**ONE PLATFORM & SOLUTION PROVIDES THE FOLLOWING AND MORE**

**BRAND REPUTATION & MARKETING**

- Dynamic Survey Builder:** Leverage QR Code, Dynamic Text, online surveys and more using a user friendly, self-serve or fully-managed survey building tool including multi-languages, mobile responsive design, logic/branching and more.
- Web Intercept:** Customized on-screen survey options to capture in-the-moment insight from website viewers.
- Diagnostic CAHPS:** Designed to dig deep into CAHPS measures and isolate specific performance or improvement and recognition.
- IVR Recording:** A personalized recording from your organization’s CEO to patients following discharge, thanking them for being a patient, reminding them to participate in the survey and sharing actions taken with their feedback.
- Community Surveys:** Customized reputation/relationship surveys used throughout the community to understand healthcare comparisons, expectations and community perception of your organization.
- Referring Provider Surveys:** Understand the propensity to refer patients as well as the general perception of your organization by referring providers throughout your organization’s catchment area.

**RESULTS & ANALYTICS**

- Dashboard Reporting:** Customized real-time, role-based reporting/metrics with trending, filtering and drill-down capabilities.
- Text Analytics:** Natural Language Processing and accurate auto-categorization of unstructured comments from social sites and surveys together, allowing for deeper insights and analytics.
- Data Imports:** Import via SFTP or API – Export data in Excel, PDF, PPT or Word and raw data as CSV Excel or SPSS.
- Salesforce.com Integration:** Integration with Salesforce.com to allow for advanced alert management and reporting.
- Spotlight™:** AI Data Mining and Analytics module to identify data patterns and meaningful connections in data.
- Multi-Program Data:** Measure and analyze employee engagement, patient experience, marketing, operational, financial and clinical data together.

**ACTION & RECOVERY**

- Case Management:** Real time alerts based on VOC survey results & closed loop process.
- Rounding Module:** Leadership and Nurse Integrated rounding documentation and reporting, with real-time metrics and follow-up tracking.
- Customized Action Planning:** Organizations govern the process of action plans and track progress and approvals of actions in real-time for improvement.

To demo a product or to contact MaritzCX call

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MaritzCX is customer experience (CX), employee experience (EX) and patient experience (PX) management for big business. High-value experience programs are critical for every organization. We combine experience software, data and research science, deep vertical market expertise, and managed program services to help accelerate client success. Experience programs that are most impactful drive the right kind of actions throughout the company and support a strong business case. MaritzCX seeks to partner with companies that insist on effective and high-ROI experience efforts. Our customers include global brands from the Automotive, Financial Services, Travel & Hospitality, Consumer Technology, Patient and Healthcare, Telecom, Retail, B2B, Energy and Utilities industries.