

Sport and Spine Rehab Uses DrScore to Measure and Improve Patient Satisfaction

Dr. Jay Greenstein founded Rockville, Maryland's Sport and Spine Rehab (SSR) in 1994 with the mission to build an organization unlike any other musculoskeletal provider in the DC Metro area. Now located throughout the area in 7 locations in both urban and suburban neighborhoods, SSR is connected to a vast network of medical professionals and serves patients by working as part of their healthcare team. SSR has been built on the belief that evidenced-driven, conservative care must be research-based, and all eleven doctors, as well as their clinical staff, excel at providing the most up to date care to their patients.

This commitment to excellence includes doctors being Certified Kinesiotape Practitioners (CKTP), certified in Graston™ technique, and creation and deployment of Funhab®, an evidenced-driven functional rehab system. The company has invested substantially in technology deploying both Electronic Health Records and digital x-ray. Dr. Greenstein's extensive experience with athletes – including serving on the NFL Player's Association Provider List, conducting research at the Ironman Triathlon, and acting as a treating doctor at the 2008 Olympic Games in Beijing – means that all patients receive care as thorough and cutting-edge as any elite athlete.

SSR first started measuring patient satisfaction in 2005. They used their own forms, created their own questions and, within two years, had more than 3,000 patients surveyed with an average score just above 96 percent. While that score was pleasing to see, it didn't hold enough value without any benchmarks. SSR formed a partnership with an existing patient satisfaction company but, because the process

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was paper-based and cumbersome, the company couldn't generate a meaningful enough sample to know where they were doing great and where they could improve their care.

DrScore's online solution, with more than 150,000 benchmarks on physicians throughout the United States, gave SSR everything they needed in a patient satisfaction solution. It was online, which meant the practice could generate the amount of ratings they needed and DrScore's benchmarks and detailed reporting system gave SSR the data they needed to truly measure the care they provided.

“Patient satisfaction is a critical outcome measure,” says Greenstein. “We needed a better solution that would give us more surveys to review and analyze, as well as the necessary benchmarking that would rank us among our peers. DrScore’s solution was perfect – online, simple, thorough and benchmarking.”

SSR signed up with DrScore in 2008. The implementation process was extremely smooth. They were already using technology to their advantage in other areas of their practice, so asking patients to fill out online surveys was not a large adjustment at all. Once they established a process for having patients do the survey at an appropriate point in their treatment plan, things moved forward very easily.

Today, SSR uses DrScore as a measure of their successes and failures with their patients. Each month, results are analyzed and discussed with staff members. Where there are areas of concern, strategies are developed and implemented immediately. This improvement process enables SSR to continuously provide the best possible patient experience for their patients. But equally important, says Dr. Chris Steacy, DS, CSCS, CKTP, and SSR’s highest ranked doctor with more than 100 surveys completed, “positive comments are also shared with staff as acknowledgement of the excellent work they do with patients on a daily basis.”

SSR also uses data from DrScore to drive their internal pay-for-performance initiatives. Doctors and clinical staff are incentivized for patient satisfaction and receive bonuses based on both volume and score received at DrScore.com. SSR’s patient satisfaction goal is 95 percent, company-wide, or above. Their doctors and clinical staff have consistently delivered exceptional care at or above that goal and have been rewarded financially because of their commitment to excellence.

SSR’s Jay Greenstein notes that the numerical scores and benchmarking are critical components of the reports they receive from DrScore every month. These data objectify what they are doing. “But the real beauty [of DrScore],” says Greenstein, “is the comments reports. This is where we get to see how we are changing people’s

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lives. The heartfelt appreciation from patients inspires our people. It says that what we are doing has tremendous value. It actually means something.”

Open comments provide this much-needed positive feedback, but they also give the practice detailed guidance about where they can improve their practice. Because of these comments, SSR is able to make immediate

changes in process management and outcomes.

Overall, SSR has been extremely successful with their ratings. They are an exemplary practice and their DrScore ratings reveal that. When looking at doctors with 100 or more ratings at DrScore.com, the top 7 highest rated doctors are SSR physicians.

Table 1: Top Ranked Doctors with 100 or More Ratings at DrScore.com

Ranking	Doctor	Rating	# of Surveys
1	Chris Steacy	9.73	125
2	Allen Huffman	9.62	181
3	Matthew Perry	9.53	163
4	Martin Donnelly	9.39	154
5	Robert Agosto	9.38	125
6	Zach Vahldick	9.28	144
7	Riccardo Tersigni	9.27	166

The practice ranks exceptionally high with their staff approval ratings and in overall treatment success ratings. Both of these focuses have led to superior patient outcomes and overall satisfaction with their practice. At the same time, they have seen in their DrScore reports that wait times can become problematic.

“By identifying this problem early on in DrScore’s reports, we were able to take corrective action earlier, rather than later,” said Dr. Chris Steacy. “We were then able to measure if the corrective action was effective based on analysis of DrScore reports in the future.”

When asked if he would recommend DrScore to other medical practices, Dr. Jay Greenstein doesn’t pause. “Absolutely,” he says. “It’s easy to use, the data is timely and relevant and it helps to improve the quality of healthcare we deliver. It’s a no brainer!”

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