PATIENT FEEDBACK

A patient survey that actually gets used

Most feedback sits in a drawer or shows 4.6 out of 5 every month regardless of what happens on the wards.

Swipe →

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THE PROBLEM

Why most feedback programmes fail

- Wrong questions asked at the wrong time
- Answers nobody can act on
- The patient with a bad experience is never called back
- A score presented as a quality-of-care measure

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NPS EXPLAINED

A smoke alarm, not a map

QUESTION	How likely are you to recommend us, 0 to 10?
PROMOTERS	9 or 10
PASSIVES	7 or 8
DETRACTORS	0 to 6
SCORE	Percent promoters minus percent detractors, minus 100 to plus 100

Example: 200 responses, 120 promoters, 30 detractors. NPS is 45. Driver questions explain why.

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WHEN TO ASK

Three touchpoints, mostly on WhatsApp

OPD	2 to 6 hours after the visit, same day
DISCHARGE	Within 24 hours; nursing, cleanliness, billing, discharge
DAY 7	IPD and surgical: recovery support, instructions, follow-up

Exclude deaths, serious adverse events, open complaints, transferred emergencies and medico-legal cases.

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THE QUESTIONS

Under two minutes for OPD, four for IPD

1. Q1: 0 to 10 recommendation
2. Q2: What is the main reason for your score? (open)
3. Five to ten drivers on a 5-point scale: booking, waiting, doctor clarity, billing, cleanliness
4. IPD adds nursing, food, cost estimates, insurance, discharge instructions
5. Would you like patient relations to contact you? Anyone to thank?

No outcome questions, no demographics, no diagnosis. Carry an anonymised visit ID in the link.

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CLOSE THE LOOP

Find the unhappy patient while you can still help

- ✔ Scores of 0 to 6, or drivers at 1 or 2, alert same day
- ✔ Call within 24 hours for IPD, 48 for OPD; not the doctor involved
- ✔ Listen, repeat back, apologise without arguing
- ✔ Fix what can be fixed: a bill, a report, a new slot
- ✔ Log a fixed root-cause category and track turnaround time

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NEVER DO THIS

The survey must stay private

- **No review link or request after the survey, thank-you screen or day-7 message**
  NMC guidelines since 6 October 2026 restrict requesting reviews for promotion
- **No review gating: happy patients to Google, unhappy to a form**
  Google removes reviews from gated flows
- **No refunds or discounts for changing a rating**

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SAMPLE SIZE

30 responses

minimum before you report a department's NPS. Below that, say insufficient data and read the comments.

With around 100 responses a monthly NPS can swing 10 points on noise alone. Show the count next to every figure.

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READ THE FULL GUIDE

Patient satisfaction survey, in full

- Free Word template and Excel NPS calculator
- OPD 9-question and IPD 14-question forms
- Running the survey in Indian languages
- gauravphogat.com/patient-feedback-nps-survey-template-hospitals

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