WHAT ARE YOUR PATIENTS SAYING ABOUT YOU?

As a physician, you have more control over negative word of mouth than you might think. Research shows that 50% to 70% of patients who complain will keep their physician if the problem is addressed. Around 95% of patients will return if an issue is resolved quickly.

To improve satisfaction, you need to know how patients really feel. That’s where Capson’s PatientImpact Program comes in.

**Higher patient satisfaction = greater protection and profitability.**

PatientImpact is a simple yet powerful tool that captures patient feedback so you can quickly identify areas for improvement and take action. Powered by Press Ganey, the leader in patient satisfaction measurement, PatientImpact helps physicians maintain a thriving practice and prevents complaints from escalating into lawsuits.

**Why should your practice use PatientImpact?**

You’ve worked extremely hard to earn a strong reputation for yourself and your practice. PatientImpact helps you protect and improve both your reputation and your bottom line.

1. **Cultivate and retain satisfied patients who promote your practice.** Capturing feedback allows you to address any issues promptly, improving patient loyalty and increasing the likelihood of referrals.

2. **Reduce the risk of non-meritorious claims or lawsuits.** Give patients a way to express frustrations or suggestions for improvement before they turn to Yelp or Healthgrades – or worse, litigation.
“The PatientImpact survey is invaluable. Knowing what patients think of the care we’re providing helps make me better.”
Nancy Neighbors, M.D., Family Practice, Huntsville, AL

Why choose Capson?
Capson Physicians Insurance Company is committed to equipping independent physicians and groups with lower premium, exceptional protection, and extraordinary service – for both your practice and your patients. We supply our insureds with PatientImpact, backed by the expertise of Press Ganey, to help physicians protect and manage their reputation year-round, not only in the event of a lawsuit.

Learn more
For more details on PatientImpact, visit patientimpact.capson.com or contact us at 1.866.985.2606 or cpi@capson.com.

Your dissatisfied patients are telling an average of 13 others about their frustration – and you may not even know it.