

About Perception Strategies

Perception Strategies, Inc. is a customer perception firm based in Indianapolis, Indiana specializing in healthcare mystery shopping and customer service improvements. Since 1998, the company has provided over 50,000 insightful observations that have resulted in substantive, pro-customer changes.

Healthcare Mystery Shopping

Process Observation Shops

Process Observation Shops involve have a shopper approach a real patient and make arrangements to pose as a "silent" friend to observe the entire healthcare experience.

Process Shops

A Process Shop is defined as a real patient going on a real appointment. Each shopper will call to schedule an appointment, arrive at the scheduled time and complete a new patient visit.

In-Person Shops

In-person shops are informational in nature and do not require giving out personal information or scheduling an appointment.

Observation Shops

Observation shops are used to measure wait times for patients, customer service delivery, employee interactions, and the overall process within an office, clinic, department, lobby or ED waiting area.

24-Hour Inpatient Stay

A shopper is admitted for a 24-hour period to evaluate the patient experience from registration to discharge. Individual reports are provided for each nursing shift, lab and/or radiology, and registration. A separate guest report is provided.

Telephone Shops

Telephone calls are placed from individual homes simulating a "real" patient or customer call. Calls can be recorded for an additional charge. Telephone programs include information calls, call center studies, appointment calls, pricing/charity Care studies, and customized appointment calls.

Website Studies

The client's website is "shopped" for its functionality, navigability, and responsiveness. Pricing includes the shopper waiting for a response from the client.

Healthcare Services

Consulting – "The Road to Excellence"

Perception Strategies' The Road to Excellence Program provides consulting services that are both structured and customized. The structured aspects include comprehensive and reliable communication of satisfaction scores and goals on a scheduled basis. We then work to strengthen the areas of the organization that require improvement through departmental audits, one-on-one consulting with managers, and departmental customer service training.

Speakers Bureau

Perception Strategies offers a wide array of topics on customer service designed exclusively for healthcare from keynote

Patient Satisfaction Analysis & Solutions

Not every organization has a person dedicated to analyzing patient satisfaction data, communicating the results, and recommending solutions. Perception Strategies has over 20 years experience sifting through this data to target the issues that are affecting the organization the most. We have developed a systematic means of reporting the results, and work closely with staff to provide timely and effective solutions

Focus Groups

Focus groups are an excellent way to listen to and interact with your healthcare constituents. Perception Strategies

addresses to lunch programs.

Patient Interviews (Opt-ins)

Interviews of patients are conducted after discharge to ask specific questions in support of the organizations initiatives. These interviews are drawn randomly from groups of patients who agree to accept a call after discharge.

Patient/Customer Intercepts

Intercepts are interviews conducted with patients or customers on the premises of the healthcare facility as they exit. An incentive is offered to each respondent for completion of the survey. For security purposes, interviewers are given a signed letter from an administrator giving approval for the study.

provides multiple focus group options including moderation, coordination, recruiting and videotaping. Perception Strategies' focus groups can be conducted at your location or at a research facility, with a group you have already assembled or a group that we recruit. Call us today to discuss your focus group needs!

Individualized Satisfaction Surveys

Most healthcare organizations have a patient satisfaction vendor, but sometimes it is critical to get the feedback from physicians, employees, or the community-at-large. Perception Strategies designs, tabulates, and summarizes ad hoc surveys at a very competitive rate.