

What is the Net Loyalty Score?

PRC remains committed to the philosophy that the investment with the biggest return is the delivery of an excellent experience for your patients so that you have earned their loyalty to your organization. Even in the era of VBP, the firmest financial footing for your organization will be built on a commitment to ensure every patient deserves an outstanding experience. We continually evaluate our approach to measuring this outcome, and have given a closer look at the Net Promoter Score® concept.

Net Promoter Score¹ serves as a dashboard loyalty measure for many organizations. Using the Likelihood to Recommend question and a 0-10 scale, patients are categorized as promoters (9 & 10 responses), passives (7 & 8 responses), and detractors (6 and below responses). Subtracting the percentage of detractors from the percentage of promoters yields the Net Promoter Score¹. On PRCEasyView.com®, this calculation appears as a “Net Loyalty Score,” and is clarified below.

The Net Loyalty Score is determined from this survey question:

“Using a scale of numbers from 0 to 10, where 0 is ‘Not At All Likely’ and 10 is ‘Extremely Likely,’ how likely is it that you would recommend Hospital Name to friends and family? Remember, you can use any number from 0 to 10. 0 equals ‘Not At All Likely’ and 10 equals ‘Extremely Likely.’”

Responses to these questions are put into three categories:

1. **loyal** patients (those who respond with 9 or 10)
2. **neutral** patients (those who respond with 7 or 8)
3. **dissatisfied** patients (those who respond with 0-6)

PRC then subtracts the percentage of dissatisfied patients (those who respond 0-6) from the percentage of loyal patients (those who respond with 9 or 10).



Example:

Total 9-10 answers	47	78.3%
Total 7-8 answers	7	11.7%
Total 0-6 answers	<u>6</u>	10.0%
Total	60	

Percent of 9-10 answers	78.3%
Percent of 0-6 answers	<u>-10.0%</u>
Net Loyalty Score =	68.3%

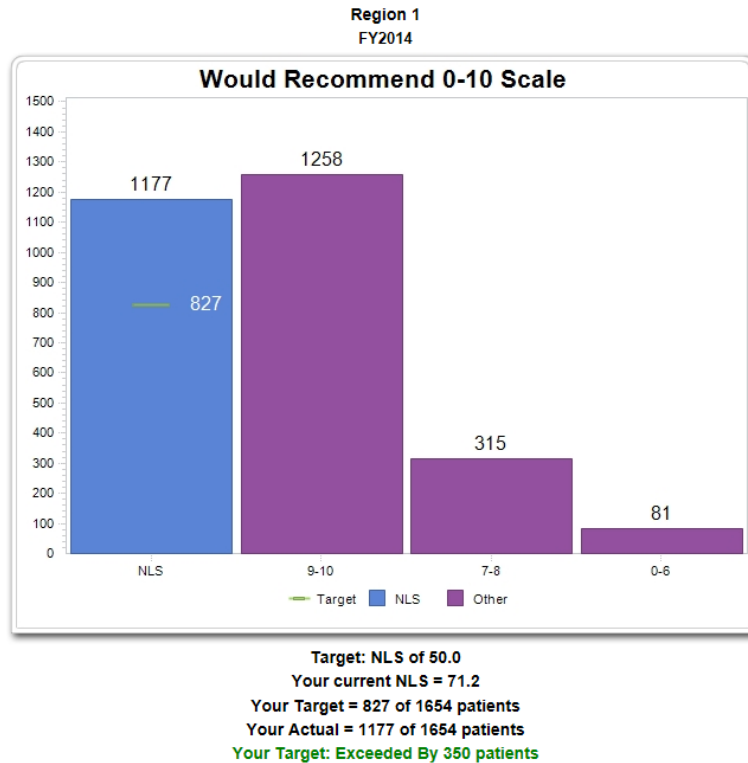
Viewing NLS on EasyView®

You can view your Net Loyalty Score on EasyView® through the Target Tracker and Scorecard applications.

With a **Scorecard**, like the graph pictured below, you can monitor the Net Loyalty Score from all of your patient survey types for all of your hospitals in one easy-to-read graph.



With the **Target Tracker**, like in the example to the right, you can monitor the distribution of responses between each of the three respondent categories. You can also understand how many more promoters you need in order to achieve your Net Loyalty Score goal.



Additional Resources regarding Net Promoter®

- [The official website is www.netpromoter.com](http://www.netpromoter.com), by Satmetrix.
- Reichheld, F. (2003, December 1). *The one number you need to grow*. Boston, MA: Harvard Business School Press.
- [Reichheld, F. \(2006\). *The ultimate question: driving good profits and true growth*. Boston, MA: Harvard Business School Press.](#)
- [Krauss, M. \(2006, April 1\). Create customer promoters, avoid detractors. *Marketing News*, 40 \(6\), p. 8.](#)

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