

AMPLIFY

Hacking the Patient Experience

The Psychology Behind 5-Star Reviews



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Texas Health Breeze Urgent Care

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Dallas-Fort Worth, Texas

Financial Disclosures

None

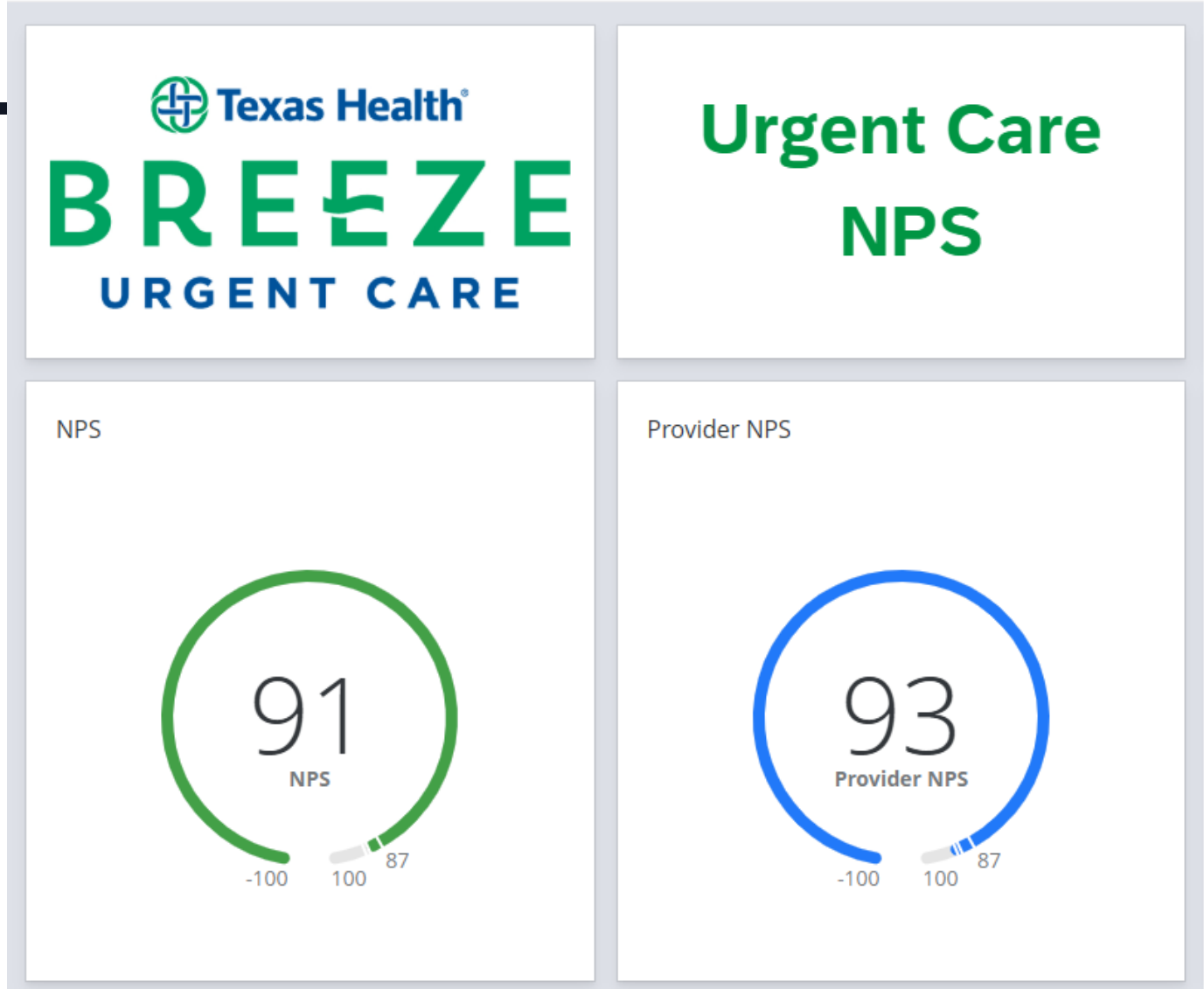
About Texas Health Breeze Urgent Care

- **Texas Health Breeze Urgent Care — Dallas-Fort Worth Metroplex**
 - 33 clinics across the DFW area
 - ~120 advanced practice providers
 - One of the largest non-profit healthcare systems in North Texas
- **Patient Experience Is Our Competitive Edge**
 - Reviews drive referrals and referrals drive volume
 - Provider satisfaction and patient satisfaction are linked
 - Providers who communicate well feel better about their work

Results in Practice

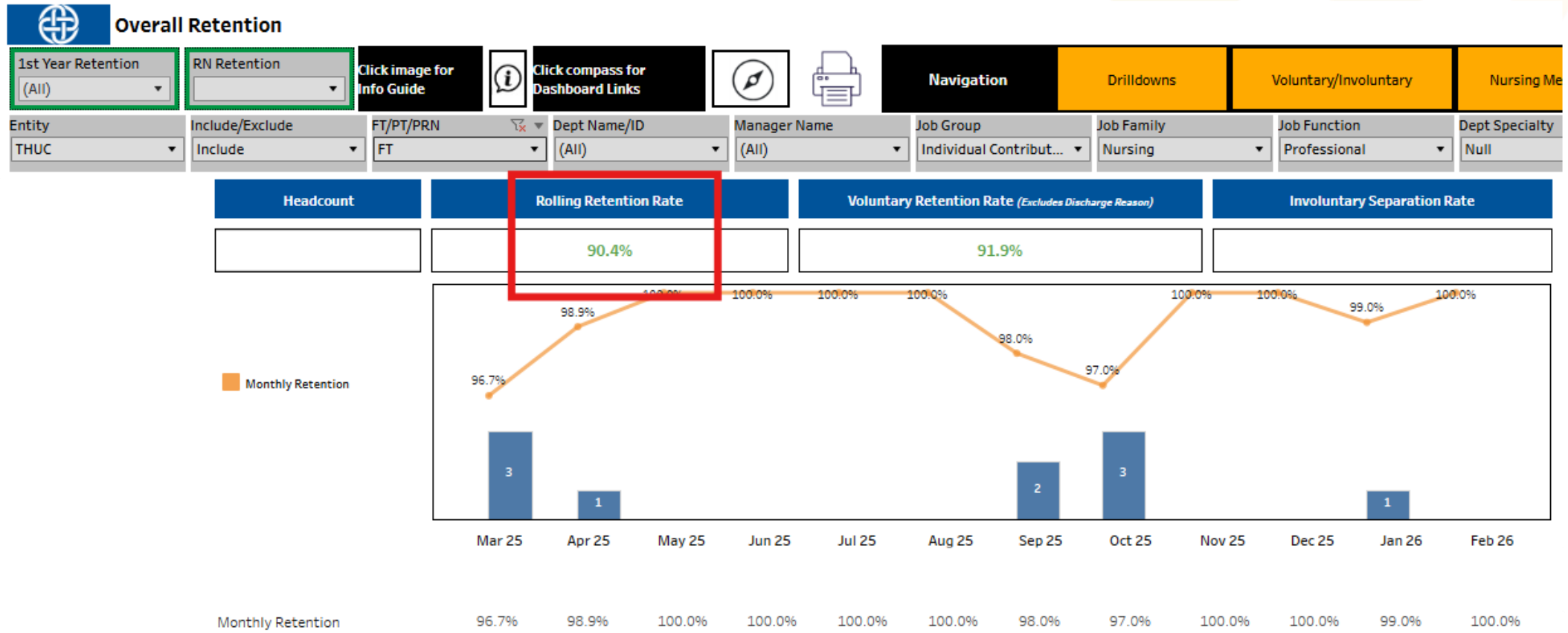
Texas Health Breeze - Net Promotor Score

Filters Date of Service: All Time Location: All Provider: All



Results in Practice

Texas Health Breeze Urgent Care – Annual Retention Rate



Who's in the Room?

Are you a clinician who sees patients directly?

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Have you personally been a patient with a provider who had poor bedside manner?

The Elephant in the Room

How will your patient review you?

Why Reviews Matter More Than You Think

- **90% of patients use online reviews to evaluate providers**
 - Source: Software Advice, 2020
- **The Review IS the Referral**
 - In urgent care, the review written today is tomorrow's new patient
 - Patients rarely know if your diagnosis was right but they always know how you made them feel

10 Texas Health Breeze Urgent Care #16654
2 months ago

I had a really great experience with Provider Jonathan. He truly listened to my concerns and never once made me feel awkward or embarrassed about the condition my face was in which, honestly, meant a lot because I resembled Quasimodo.

What impressed me even more was how incredible he was with my baby. My child is in and out of hospitals and has developed a strong fear of anyone in scrubs, but she warmed up to him almost immediately and allowed him to do a full assessment without a struggle. That alone says everything about the kind of provider he is. I'm genuinely glad I drove 45 minutes to be seen at the Richardson location. I passed several Breeze locations on the way, but trust in healthcare is something that is genuinely a struggle for me, and this visit reinforced that I made the right choice.

Perception IS Reality

The psychology behind why patients rate what they feel — not what they know

5 Psychological Principles That Drive Patient Satisfaction

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**These are learnable,
repeatable skills.**

The Core Insight

- **“Patients rarely know if your clinical diagnosis was right. They ALWAYS know how you made them feel.”**
 - The Halo Effect shapes every interaction from second one
 - The Peak-End Rule determines the review written after the visit
 - Attribution Error means your body language is your loudest statement
 - Autonomy creates partners — not just patients
 - Validation is an underused clinical tool in urgent care

The Physician Who Got It Right

She never over-treated. She always over-communicated.

A Story About Trust, Not Treatment

- **An ER physician I worked with early in my career...**
 - Conservative prescriber. Rarely ordered unnecessary tests.
 - By every clinical metric: practicing excellent medicine.
 - AND her patient satisfaction scores were consistently among the highest in the system.
- **Her routine was the same every single time:**
 - She pulled up a chair — never stood over the patient
 - “I want to make sure I understand what’s worrying you most today.”
 - Listened. No typing. Full eye contact.
 - “Here’s what I’m seeing — and here’s why your body is actually doing the right thing...”
- **She didn’t give patients what they asked for. She gave them something better: trust.**
 - That is a learnable skill. And that’s what we’re here for today.

The 6 Patient Experience Hacks

Practical. Repeatable. Starting tomorrow morning.

Hack #1: Introduce Yourself & Role — Every Time

- “Hi, I’m [Name]. I’m one of the [role] here — I’ll be taking care of you today.”
 - Sounds simple. Not done consistently.
- **Why It Works:**
 - Identity and authority cues reduce anxiety immediately
 - Patients cannot relax in the care of a stranger

The Psychology — Halo Effect:

First impressions set the emotional tone for the entire visit

A confident, warm introduction makes patients more forgiving of everything that follows

Hack #2: Apologize for the Wait — Even When There Wasn't One

- **“I know your time is valuable, and I appreciate your patience today.”**
 - Costs nothing. Takes 4 seconds. Remarkably powerful.
- **Why It Works:**
 - Patients arrive already stressed
 - Proactive acknowledgment diffuses tension before it festers

The Psychology — Anticipated Disappointment Management:

Intercepting a negative emotion before it forms is more powerful than addressing it after

Hack #3: Sit Down and Make Eye Contact

- **Sit at or below eye level. Remove the computer as a barrier — even just for 2 minutes.**
 - Research: Patients perceive physician time as LONGER when the provider is seated — even when visit duration is identical
- **Why It Works:**
 - Standing while the patient sits creates an unconscious power hierarchy that erodes trust

The Psychology — Proxemics & Power Posture:

Physical positioning communicates authority, urgency, and care — before a single word is spoken

Hack #4: Validate the Visit

- **“I’m really glad you came in today.”**
 - Say it every time. Even when the presentation is minor.
- **Why It Works:**
 - Many patients are embarrassed they “bothered” a medical professional
 - This phrase eliminates shame and replaces it with connection

The Psychology — Validation Theory:

Feeling affirmed activates social reward circuitry in the brain

“I’m glad you came in” is not courtesy — it is a neurological intervention

Hack #5: Include the Patient in the Plan

- **“I’d recommend X. Here’s what that looks like — how does that sound to you?”**
 - This isn’t shared decision-making. It’s shared ownership.
- **Why It Works:**
 - Patients rate experiences higher when they feel they had agency
 - Increases plan adherence and follow-through

The Psychology — Autonomy & Locus of Control:

People who feel control over a situation experience less anxiety — even with identical outcomes

Hack #6: Stop When They Say ‘By the Way’

- **When a patient stops you at the door — stop. Turn around. Close the door. Full attention.**
 - That ‘by the way’ is often the real reason they came in.
- **Why It Works:**
 - How you handle this moment may determine the review
 - It signals: your concerns matter more than my schedule

The Psychology — Peak-End Rule:

The last moment of an interaction carries disproportionate weight in how the entire visit is remembered

Your Patient Experience Pocket Card

The 6 Hacks

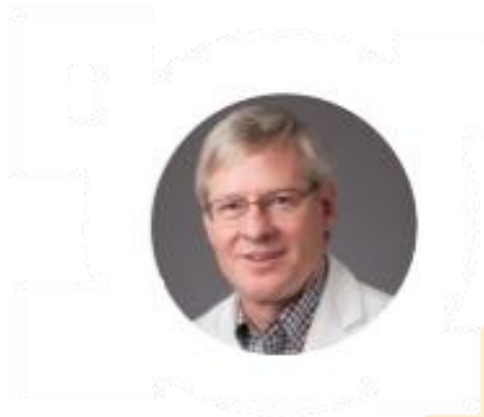
1. Introduce yourself + your role
2. Apologize for the wait
3. Sit down + make eye contact
4. Validate the visit
5. Include patient in the plan
6. Stop for the 'By the Way'

- **These 6 things take less than 4 minutes.**
 - Across a 12-minute urgent care encounter.
- **Pick 1 or 2 to try on your next shift.**
- **The difference between a 1-star and 5-star review**
 - is almost never your clinical skill.
 - It's almost always the moment you chose to be present.

What Will You Do Tomorrow?

You have the tools.

A Special Acknowledgment:



Our medical director - Dr. Glenn Owen

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