



Success story

Focus on happiness at work to ensure patients receive the best care



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Focus on happiness at work to ensure patients receive the best care!

By focusing on healthcare professionals' happiness at work, Lead Healthcare makes sure its patients ultimately receive the best possible care. Happiness at work is therefore the foundation of the company's policy as a healthcare service provider. Listening attentively to the wishes of its employees and satisfying their needs as well as possible is an important aspect of this. Lead Healthcare uses Insocial to acquire real-time insight into the satisfaction of both its employees and its customers.


About Lead Healthcare

Lead Healthcare's healthcare professionals and consultants work in pharmacies and hospitals throughout the Netherlands. Lead Healthcare's organisation consists of two companies: PharmaLead and MediLead. These are two specialised businesses whose staff do their jobs with passion, pleasure and a strong sense of team spirit. In this case, we take a closer look at PharmaLead and how it measures the satisfaction of its employees and customers.

Satisfaction in the Employee Journey

"How are my employees doing?"

To get a good overview of its employee satisfaction, Lead Healthcare asks for feedback at various moments during the Employee Journey. For example, the company sends out surveys to see how employees are doing after the onboarding process, at the start of a project and three months after the start of a project.



In the past, we conducted annual employee satisfaction surveys, but those do not provide much insight into how our employees are feeling. With the help of Insocial, we now receive constant feedback and know exactly how our people are doing. That really helps us!

- David van Hartkamp, CEO of Lead Healthcare.

PharmaLead's satisfaction triangle

For PharmaLead, it is all about the satisfaction of its key stakeholders, namely the client, the professional and PharmaLead itself. To find out more, it conducts the following studies:

- What does the client think of PharmaLead?
- What does the customer think of the professional?
- What does the professional think of the client?
- What does the professional think of PharmaLead?

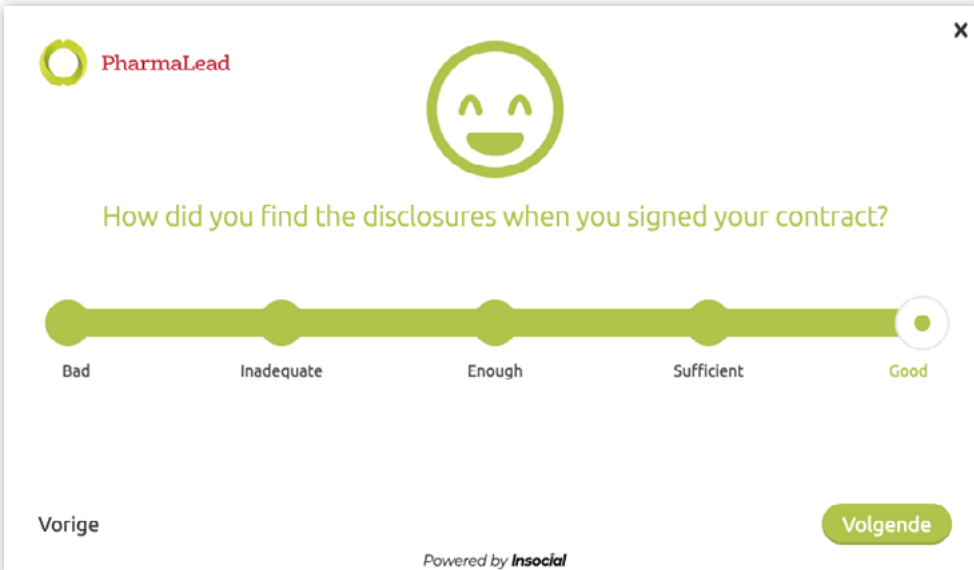
The client

What does the client think of PharmaLead?

In order to effectively optimise its services, PharmaLead gives its clients a voice. By filling out Insocial's surveys, clients can give their feedback to PharmaLead. Every quarter, these surveys are used to determine what customers think of the entire process - from initial request to deployment of a professional - and whether they would recommend PharmaLead to others (NPS).

What does the client think of the professional?

Once a professional has been outsourced to a client and has worked there for a while, the client is asked to give their feedback on the employee in question. How well does the professional perform, according to the client? What are the reasons for this score? Respondents can choose the following options: diligence, attention, team spirit, knowledge, communication and assertiveness.



The image shows a survey interface for PharmaLead. At the top left is the PharmaLead logo. In the center is a green smiley face icon. Below the icon is the question: "How did you find the disclosures when you signed your contract?". Underneath the question is a horizontal Likert scale with five points: "Bad", "Inadequate", "Enough", "Sufficient", and "Good". The "Good" point is selected, indicated by a white circle with a green dot. At the bottom left is a "Vorige" button and at the bottom right is a "Volgende" button. At the very bottom, it says "Powered by Insocial".



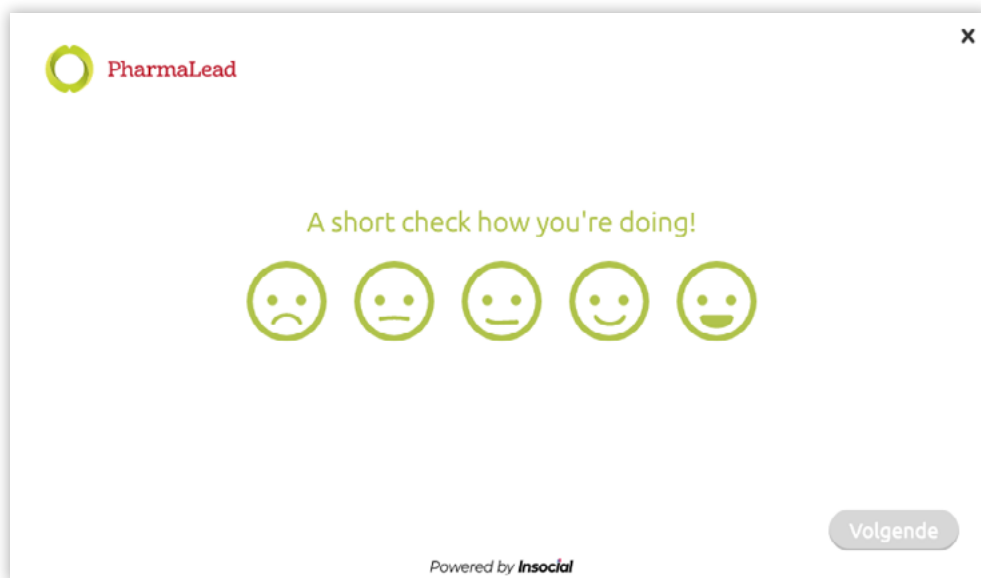
The professional

What does the professional think of the client?

Of course, in keeping with Lead Healthcare's vision, PharmaLead also wants to know what the professional thinks of the client. Do they enjoy going to work each day? What is the main reason for this (e.g. nature of the work, atmosphere at work or travel time). Is there anything the professional wishes to share with PharmaLead (an open question). Professionals also regularly receive so-called check-up surveys to see how they are doing. This allows PharmaLead to closely monitor the satisfaction of its employees!

What does the professional think of PharmaLead?

Last, but not least, does PharmaLead meet the professional's expectations? What is the main reason for this (e.g. the contact with their team manager or the social atmosphere) and would the professional recommend PharmaLead to others (NPS)?



Whenever I talk to professionals or our clients, they tell me how satisfied they are with the use of Insocial. They enjoy being able to share their feedback. I also love the fact that the dashboards clearly show that both our customer satisfaction and our employee satisfaction have been rising lately.

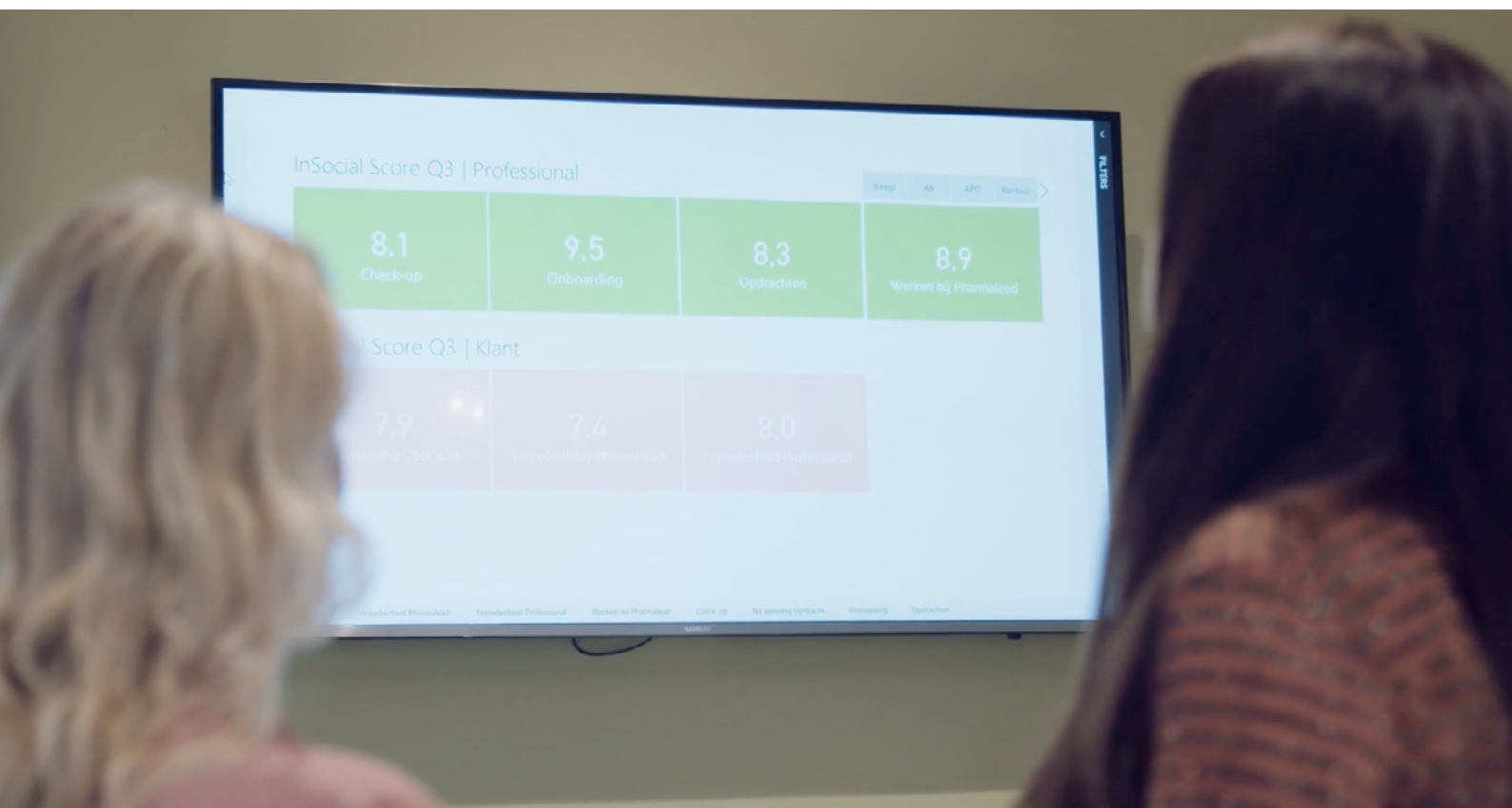
- David van Hartkamp, CEO of Lead Healthcare.

Specific optimisations with feedback!

By giving the customer and the professional a voice and actually putting the feedback to good use, PharmaLead makes them feel heard. How does the company go about this?

Insocial's management dashboard gives regional managers, HR staff and board members access to real-time insights. When a professional or customer indicates they are dissatisfied, the right person will automatically be notified. This makes it possible to respond quickly and come up with a mutually agreeable solution.

The InSights analysis dashboard can be used to make a deep dive. Think of answering questions such as: how satisfied are customers and professionals over time? If there is any dissatisfaction, where does it stem from? What reasons do respondents give for their dissatisfaction? In other words: how can PharmaLead improve its own services, according to its current customers and professionals?



Dos & Don'ts of customer feedback

What did we learn?

Do's

- 1 With frequent surveys, you can monitor the situation closely and better understand how your employees feel!
- 2 By measuring relevant moments (e.g. after onboarding, after the first three months and upon an employee's exit), you can chart an employee's experience at various points throughout the employee journey.
- 3 By measuring both your customer satisfaction and your employee satisfaction, you can immediately see connections and find out where issues arise.

Don'ts:

- 1 Only conduct semi-annual surveys. That is not enough.
- 2 Asking too many questions in your survey. This keeps you from gathering the most valuable feedback and will negatively impact your conversion.
- 3 Failing to make the feedback visible within your organisation. If it is not visible, nothing will be done with it either.



A higher quality of service and more satisfied employees as a result

By proactively asking both employees and customers for feedback, Lead Healthcare can effectively optimise its services. After the success PharmaLead has had, MediLead will also start using Insocial's services. If you want to know more about Insocial and what we can do for your organisation, take a look at our website.



With Insocial, you can measure every interaction between your organisation and your (potential) customers, acquire actionable insights that you can use to make real improvements and make Customer Experience a core aspect of your organisation.



Would you like to know more?

In our free demo, we explain exactly how our feedback solutions work and how you can implement them in your own organisation! The demo is entirely free of any further obligation, so there are no strings attached!

[Request a demo](#)



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