# Effective Consumer Relations

You are working as a manager in a local hospital. You received some patient satisfaction survey data, and you were asked to review the data and consider the impact on consumer relations.

**Review** the Patient SatisfactionSurvey below:

**Hospital Patient Satisfaction Survey**

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| --- | --- | --- |
| **Patient Satisfaction Indicator** | **Current Performance** | **Goal** |
| Hospital cleanliness | 8.2 | > = 9.2 |
| Overall patient satisfaction with doctors | 7.6 | > = 9.2 |
| Average patient wait time | 13 minutes | < = 15 minutes |
| Overall patient satisfaction with hospital | 9.7 | > = 9.2 |

**Complete** the following prompts based on the chart provided above.

Patient Satisfaction Strength

* **Identify** a patient satisfactionindicator that could be considered a strength for the hospital based on its current performance and the hospital’s goal.
* **Identify** a strategy the hospital could use so that this indicator remains a strength in patient satisfaction.

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| *[Insert Response]* |

Patient Satisfaction Weakness

* **Identify** a patient satisfaction indicator that could be considered a weakness for the hospital based on its current performance and the hospital’s goal.
* **Identify** a strategy the hospital could use so that this indicator does not remain a weakness in patient satisfaction.

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| *[Insert Response]* |

Patient Satisfaction Opportunity

* **Identify** a patient satisfaction indicator that could be considered an opportunity for the hospital based on its current performance and the hospital’s goal.
* **Identify** a strategy the hospital could use so that this indicator could transform into a strength in patient satisfaction.

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| *[Insert Response]* |

Explain the importance of effective consumer relations in the health care industry.

* Consider the role data (e.g., surveys) plays in effective consumer relations.
* Consider the role communication plays in effective consumer relations.

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| *[Insert Response]* |

**Cite** any peer-reviewed, scholarly, or similar references used to support your assignment

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| *[Insert references used]* |