

Elevating Patient Experience at Kanodia MD



Kanodia MD's Journey to Improving Referrals Through CX Excellence

Introduction

Kanodia MD, renowned for its functional medicine and wellness expertise, partnered with Frank Favaro in 2021 to revolutionize the patient experience. Their ambitious goal was to emulate the Ritz Carlton's standard of service in healthcare, leveraging the CX Methodology to synchronize their patient services with their esteemed medical prowess.

Challenge

Despite its global recognition for addressing root cause illnesses, Kanodia MD identified a critical need to elevate its patient experience to match its clinical excellence. This initiative aimed to transform every patient interaction into an exemplar of care, empathy, and personalized attention.

Strategy

- Vision and Mission Development: Kanodia MD crafted a new mission, "Supporting every patient on their journey to Feel Better. Live Better," setting a clear, patient-centered direction for their initiatives.
- Service Standards Implementation: The introduction of the Kanodia Way Service Standards ensured that each patient interaction was infused with the core values of personalized care, empathy, and attention to detail, embodying the essence of luxury hospitality.
- Employee Engagement and Training: Staff underwent comprehensive training to internalize and implement these new standards, ensuring consistency and excellence across all patient experiences.
- Continuous Improvement and Feedback: A robust system for collecting and acting on patient feedback was established, enabling ongoing refinement of services and patient care practices.

Outcomes

- Referral Business Enhancement: The transformative initiatives bore fruit in 2023, with 177 new patients coming from referrals, which constituted 30% of all new patient acquisitions, demonstrating heightened trust and satisfaction among the patient community.
- Survey Participation and Satisfaction Surge: Kanodia MD witnessed a 244% increase in positive patient survey responses from July 2023 to March 2024, indicating a significant uplift in patient satisfaction and engagement levels.

Conclusion

The strategic implementation of the CX Methodology under the guidance of Frank Favaro propelled Kanodia MD to new heights, aligning its patient experience with its clinical reputation and resulting in marked business growth and enhanced patient satisfaction. This case study exemplifies the transformative power of integrating luxury service standards into healthcare, establishing Kanodia MD as a benchmark for excellence in the industry.