

## **Analytics of patient feedback for improving customer experience in healthcare service provision: international experience and Russian practice**

Заявка № 1677422

In the context of healthcare digitalization and increasing competition among medical organizations customer experience has become one of the key factors ensuring sustainability and patient loyalty. Unlike most service industries, healthcare institutions operate under conditions of high emotional involvement, information asymmetry, and elevated uncertainty, which amplify the importance of non-clinical interaction factors. Recent international studies demonstrate that subjective perceptions of waiting time and the quality of communication have a statistically significant impact on patient satisfaction and overall visit evaluation [1; 2; 3; 4]. These findings highlight the importance of an analytical approach to patient experience data and customer journey management in healthcare services.

Digital tools and transitional stages of the patient journey are of particular importance for customer experience analytics. Systematic reviews show that online appointment scheduling and telemedicine formats significantly reduce no-show rates and improve access to care [5; 6]. The use of patient portals is associated with higher engagement levels and more positive perceptions of healthcare services [7; 8]. Research on transitions between stages of care emphasizes that informational clarity and interdepartmental coordination critically influence the overall patient experience [9; 10]. Despite the active development of these directions in international practice, there is a lack of research in the Russian context integrating waiting time, digital services, and interaction quality into a unified analytical model of the patient journey, which determines the scientific and practical relevance of this study.

The aim of the study is to develop and apply a patient review analytics model to enhance customer experience in healthcare services, as well as to compare international experience with Russian practice. The research employs a mixed-method design and includes content analysis of online patient reviews, mystery shopping, and in-depth interviews, followed by a quantitative stage. At the current stage, patient reviews from several Moscow outpatient clinics have been parsed and analyzed, mystery shopping sessions have been conducted, and in-depth interviews with patients have been carried out to identify key pain points and satisfaction drivers at different stages of the customer journey. These data are used to construct an analytical model of customer experience incorporating structured categories of patient pains and expectations.

The results of the qualitative stage indicate that the main negative aspects of patient experience are predominantly associated with organizational and process-related factors (waiting time, appointment scheduling, communication), whereas positive perceptions are primarily driven by physicians' professionalism, attentive attitudes, and successful treatment outcomes. These findings confirm the necessity of comprehensive customer journey management and provide an empirical foundation for further quantitative testing of the proposed hypotheses.

The proposed analytical model can be adapted both for Russian healthcare institutions and for international healthcare service networks focused on data-driven customer experience management based on patient reviews.

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