

USING THE MARKETING SUITE



Congratulations on your selection to add the Marketing Suite! The FOTO Provider Relations team has configured the settings for your organization and it is ready for you to use.

This package includes:

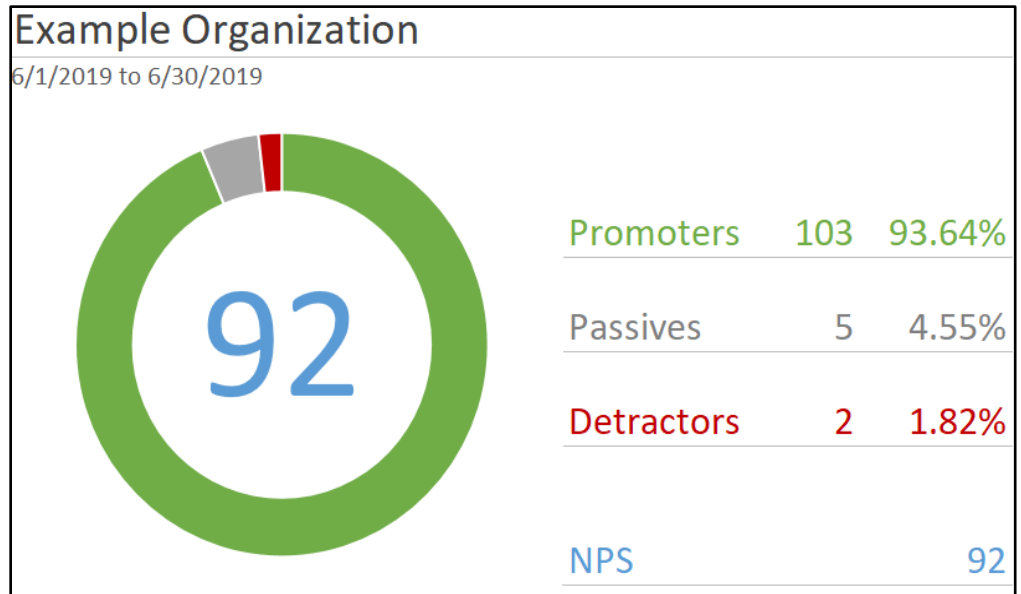
1. NPS Monthly Email Report
2. The NPS Navigation Dashboard
3. Detractor Alerts via Email
4. Referral Reports

The NPS Monthly Email Report

This report provides NPS data to the *individual specified in the Addendum agreement* in a spreadsheet format which includes information at the following levels:

- Organization
- Each clinic in your organization (if your organization is multi-site)
- Clinicians

Please note: If the authorized individual changes, please notify your FOTO Provider Representative.



Net Promoter Scores By Clinic

Clinic	Detractors	Passives	Promoters	NPS
Clinic A	0	0	15	100
Clinic B	1	1	13	80
Clinic C	1	1	41	93
Clinic D	0	1	21	95
Clinic E	0	1	9	90
Clinic F	0	1	4	80

Net Promoter Scores By Clinician

Clinician	Detractors	Passives	Promoters	NPS
Clinician A	0	1	7	88
Clinician B	0	0	19	100
Clinician C	0	1	22	96
Clinician D	1	1	16	83
Clinician E	0	0	12	100
Clinician F	0	0	5	100

NPS Navigation Dashboard

The NPS Navigation Dashboard shows the NPS information for all completed Status Assessments and is accessed by logging into the support staff page.

Select **NPS Dashboard** on the menu under Marketing Suite. The report surfaces with information in the NPS table including:

1. Time frame options
 - Last 14 Days (default)
 - Last 30 Days
 - This Month (to-date)
 - Last month
 - This quarter (to-date)
 - Last quarter
2. Overall Net Promoter Score
3. Number of Promoters, Passive, and Detractors which can be sorted by category
4. The clinic site, episode name, NP score, date, and comments, which can be exported
5. Color-coded arrows, indicating a change in score (up or down) from previous assessments

Net Promoter Activity at Awesome Rehab for 7/2/2019 to 7/16/2019

Promoters	2	50.00%
Passives	1	25.00%
Detractors	1	25.00%
NPS	25	

Site	Name	Score	Date	Comment
Awesome Rehab	20000, test	9	07/15/2019	My therapist was kind, smart, and helpful. [Amazing Therapist at Awesome Rehab]
Awesome Rehab	blue, test	6 ↓	07/16/2019	My progress initially was really good, but now seems to have leveled off. I hoped it would have been faster. [Amazing Therapist at Awesome Rehab]
Awesome Rehab	orange, test	10	07/16/2019	My therapist was exceptional and did an amazing job helping me get better. I also learned a good home program to minimize the risk of recurrence. [Amazing Therapist at Awesome Rehab]
Awesome Rehab	green, test	8 ↑	07/16/2019	I am starting to move better which is awesome but please get a better thermostat. [Amazing Therapist at Awesome Rehab]

Sorting and Searching:

The table can be sorted by any of the column headers (such as by clinic, by score, etc.) and by promoters, passives, and detractors. A search box is located on the right side of the screen.

Additional Details:

Selecting the patient's name in the table surfaces a "Details" snapshot of the episode. A link to the Episode Details is also available on the snapshot.

Details ✕

Name: green, test	Clinician: Therapist, Amazing
Condition: Shoulder	Clinic: Awesome Rehab

[Episode Details](#)

Net Promoter History

07/15/2019


Score
6

Comment
The therapist was ok but the building was always too cold. [Amazing Therapist at Awesome Rehab]

Detractor Alerts via Email


The report recipient will receive an immediate email message regarding any detractor scores entered. The message contains a link to log in to FOTO to view the response. A sample email of this notification is shown below.

FOTO Net Promoter Alert for

 Patient Inquirv <no-reply@patient-inquiry.com>
To

[↩ Reply](#) [↩ Reply All](#) [→ Forward](#) [⋮](#)

Tue 7/16/2019 4:05 PM

 We removed extra line breaks from this message.

A new Detractor response to the NetPromoter question has been detected. Please click the link below to access the FOTO system and view this response.

<https://outcomes.fotoinc.com/NetPromoterLauncher.aspx?op=rasmussen&ReturnURL=/OrgUser/NetPromoter.aspx>

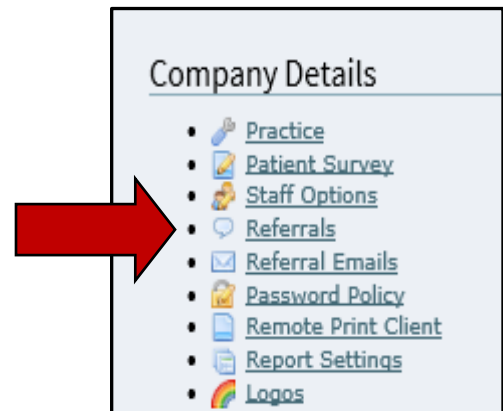
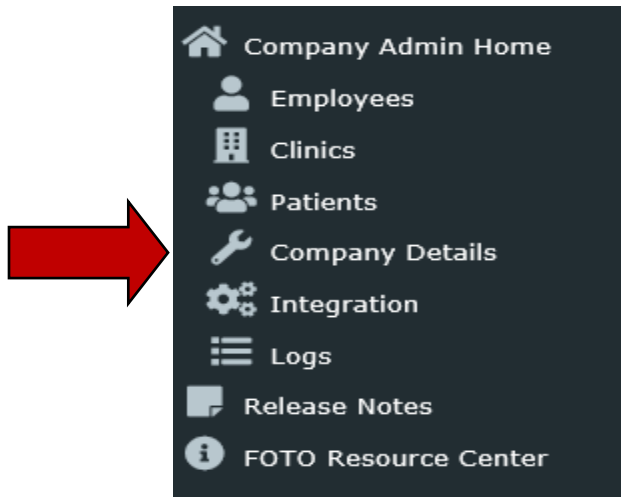
Click the link above for more details regarding the patients NPS score.

Referral Reports

Another feature of the Marketing Suite is the Referral Reports. Using this feature generates a report with your practice's data for a specific referring provider, employer, payer, or other specialty group for which you may be collecting data.

Setting up the referral information:

1. Log into the FOTO administrative home page.
2. Select the Company Details from the menu on the left.
3. Select Referrals. Complete the information under Enter New Physician and save the information. This step is essential to creating referral reports. A short video on creating referrals is available in the FOTO Learning Center.
4. You may opt to customize the reply-to email, display name, subject, and message in the Referral Emails link.



Physician Employer Insurance Other

Enter New Physician

ID Number:

FirstName:

LastName:

Title:

Email:

Set Physician Preferences

Sort By:

Require Physician:

Show entries

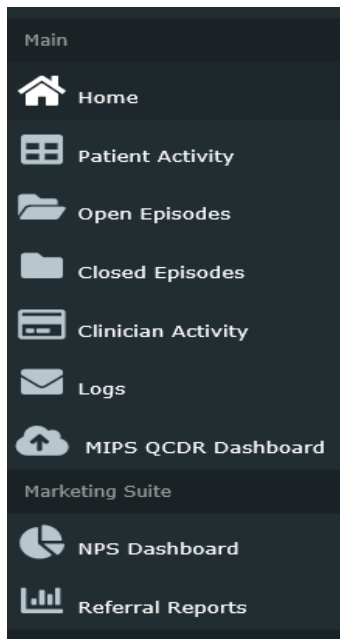
Id	FirstName	LastName	Title	Email	Delete
002	Doug	Ross	MD	pretend2@pretendemail	<input type="button" value="x"/>
001	John	Smith	MD	pretendemail@preten	<input type="button" value="x"/>

Showing 1 to 2 of 2 entries

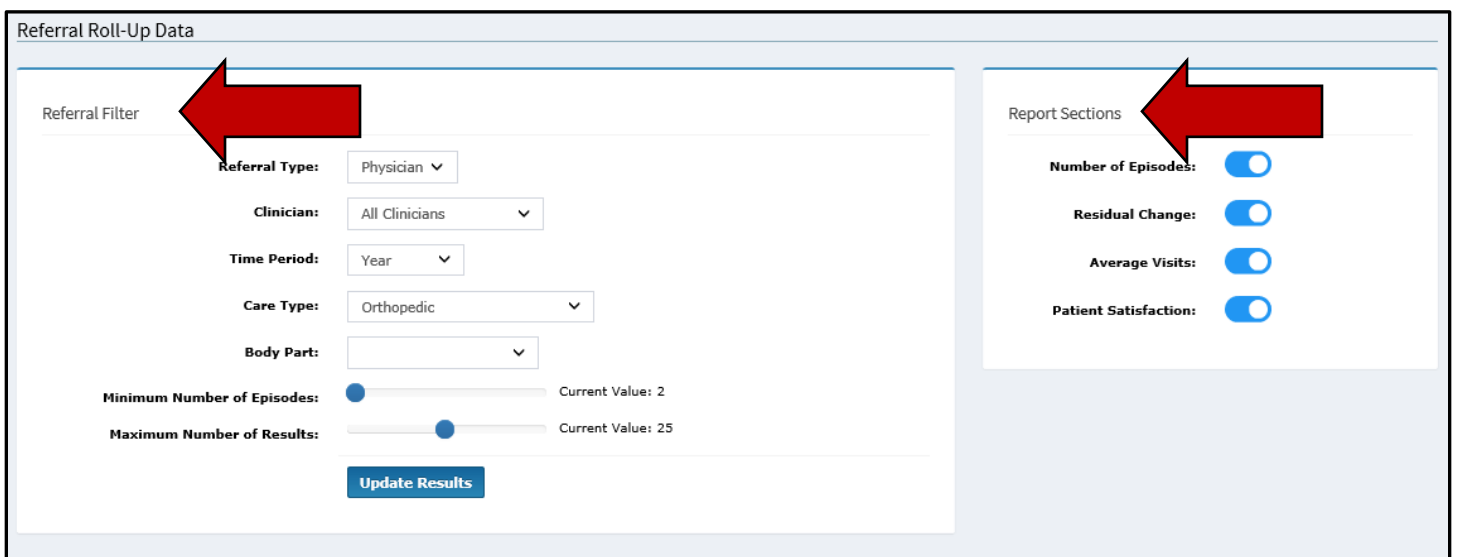
Customizing Referral Reports in the Marketing Suite

Once you have established your referrals, you are able to set the referral reports and emails customizations.

1. Log in to your support staff user account.
2. Select Referral Reports under the Marketing Suite header.



3. On the Referral Roll-Up Data Screen, select the Referral Filters first. Please note the seven different filtering options. These will drill down and offer a list of those that meet the filtered criteria.
4. Next, select the items to include by toggling on or off from the Report Sections. Report Sections offers four options and you may select any or all of them to present. This includes:
 - number of episodes (sample size)
 - the residual change (effectiveness)
 - average visits (efficiency)
 - patient satisfaction

A screenshot of the 'Referral Roll-Up Data' interface. The left panel, titled 'Referral Filter', contains several dropdown menus: 'Referral Type' (Physician), 'Clinician' (All Clinicians), 'Time Period' (Year), 'Care Type' (Orthopedic), and 'Body Part'. Below these are two sliders: 'Minimum Number of Episodes' (Current Value: 2) and 'Maximum Number of Results' (Current Value: 25). An 'Update Results' button is at the bottom. The right panel, titled 'Report Sections', has four toggle switches, all of which are turned on: 'Number of Episodes', 'Residual Change', 'Average Visits', and 'Patient Satisfaction'. Red arrows point to the 'Referral Filter' and 'Report Sections' headers.

Example of drilled down Referral Filters:

	Name	Email	Care Type	Body Part / Impairment	Number of Episodes	Average Residual Change	Average Visits	Patient Satisfaction
<input type="checkbox"/>	Bombay, Dr.	sampleemail@pretend	Orthopedic		2	12.36485	5	100

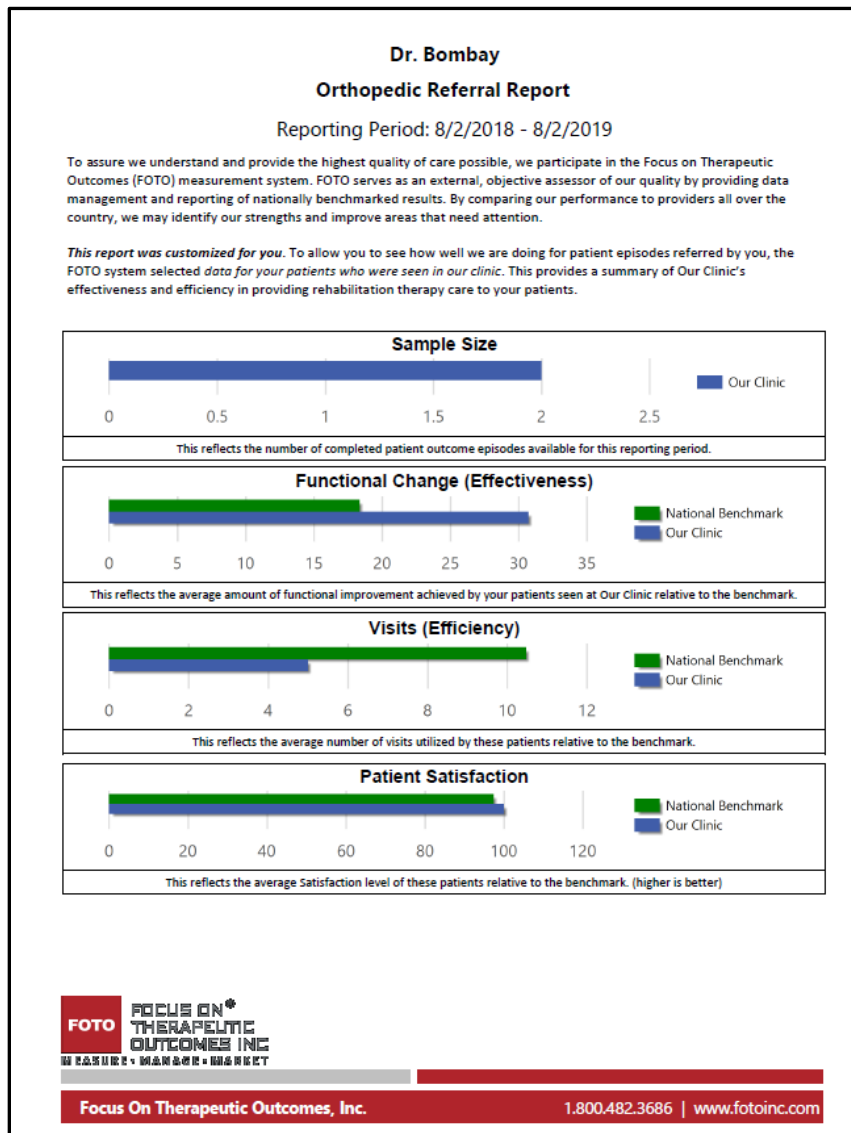
Showing 1 to 1 of 1 entries

[Email Reports](#)

Sending Referral Reports Via Email

To complete the process of sending a report to the referral source via email:

1. Check the box to the left of the View icon and Name of the appropriate referral source. Please see the example above.
2. Select the Email Reports action button.
3. An email is generated and automatically sent to the email address of the selected referral source.
4. The referral source receives an email that contains a pdf, which contains the data you have been selected to send. See sample below:



Pro Tips for Using the Marketing Suite:

Staff Access: A support staff user cannot be set to access both the Organization and Clinician Navigation Dashboards and Email Alerts. If you have a Clinician who is also a manager, you may:

- Decide if the clinician can view their NPS Organization Navigation Dashboard using the sort feature to view the NPS data on their episodes **OR**
- Choose to set up a separate support login for the Organization Dashboards and Email Alerts.

Using the Reports and Information from the Dashboard with Patients

- Patients value what you value. Thank the patient for taking the time to provide the information.
- Using the Patient Specific Reports, Satisfaction, and NPS reports in real time with the patient encourages communication for achieving great outcomes of care and engaged, satisfied patients.
- Clinicians and staff who use the reports to ask questions, set goals, and open a dialogue with patients typically report more satisfied patients and better “buy-in” from patients and staff.
- Consider the opportunity to address any areas of dissatisfaction or concern immediately. Waiting until the end of the episode of care limits the ability to make any changes.
- Listening to the patient and addressing the concern quickly often results in an improved relationship, improved engagement and participation in treatment, and an improved NPS response in the future.

