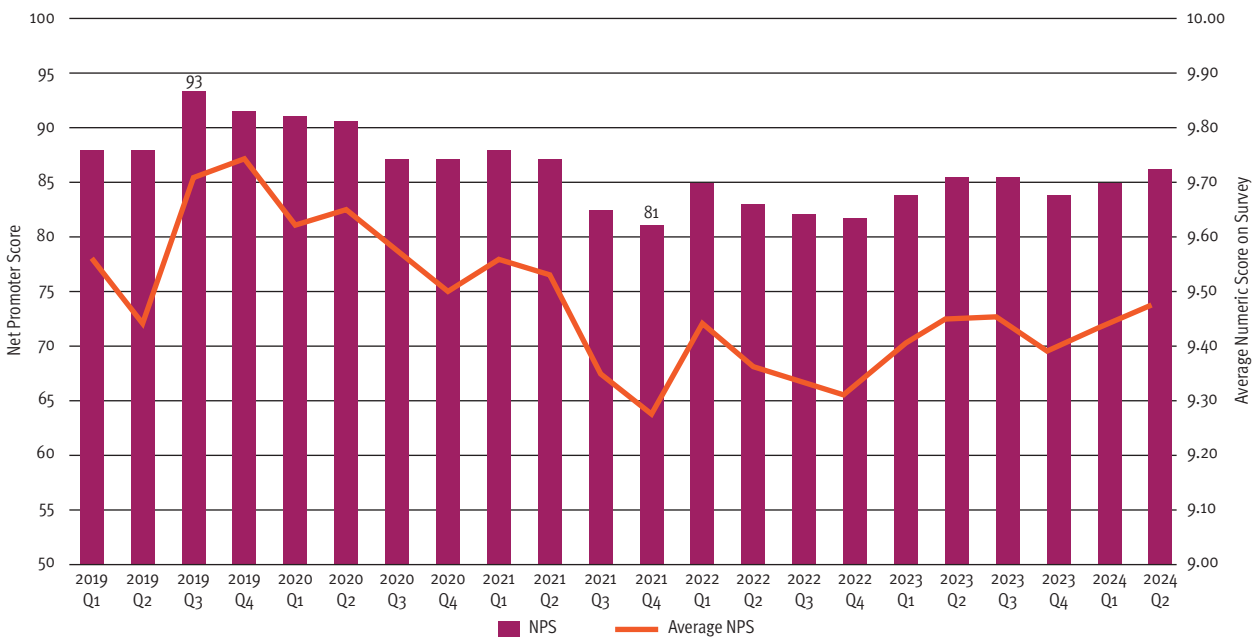# NPS Predicts Success in UC

■ Alan A. Ayers, MBA, MAcc

URGENT CARE NET PROMOTER SCORES

The net promoter score (NPS) is a customer experience metric devised by business researcher Fred Reichheld, MBA, which measures how likely customers are to recommend a product or service on a scale of 0-10. His 2006 book, *The Ultimate Question: Driving Good Profits and True Growth,* describes NPS as the most predictive metric of a company's future success. As a benchmark, NPS scores are reported on the world's leading brands.

A review of more than 928,000 surveys collected through Experity Patient Engagement demonstrates the movement in NPS for urgent care centers since 2019. Results are reported both as an average and/or combined into a single number between -100 and +100 representing the "net" of "promoters" over "detractors." Promoters are those patients offering highly positive scores of 9 and 10. Detractors are those offering scores of 6 or lower. Obviously, a higher score is more desirable for the average and the net.

Although there has been fluctuation correlated to pandemic visit volume, the average NPS score of 86 indicates patients are still likely to recommend urgent care versus other healthcare options. Looking at the bigger picture, the average healthcare NPS is 58.[1] ■

Alan A. Ayers, MBA, MAcc is President of Urgent Care Consultants and Senior Editor of *The Journal of Urgent Care Medicine*.

Reference
1. Drive Research website. Healthcare Net Promoter Score: Formula & Benchmarks. December 13, 2023. Accessed June 24, 2024. https://www.driveresearch.com/ market-research-company-blog/healthcare-net-promoter-score-definition-formula-benchmarks/