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Gelb Announces National Physician Study Physician Pain Points Survey: Access Defining Solutions for the Most Vexing Issues Facing Today's Physician

Houston, Tex. – (May 11, 2018) – A fresh perspective, and a new way to developing insights about referring physicians' access to specialty medical care – this is the promise of the latest Physician Pain Points Survey - Access. In collaboration with GroupSolver and Research Now SSI, Gelb has fielded this study to establish a national database for physician sentiment regarding patient access processes.

"This national survey supports our efforts with clients as they aim to improve their referring physician experiences regarding patient access," said John McKeever, Executive Vice President at Gelb Consulting. "With over 20 years working with academic medical centers, I see firsthand how much of an impact voice of the physician research can help leaders, liaisons and other stakeholders design and deliver the ideal physician experience. This survey will help advance those efforts on a national scale." It has been shown that at least 50% of all clinical volumes are referred or influenced by community physicians.

This study opened the conversation with over 250 community physicians representing primary care and specialists across the country. By exploring with open-ended questions, the pain points and potential solutions academic medical centers and healthcare systems can deploy, the co-sponsors of this survey provide deeper insight into opportunities to strengthen physician relationships that can lead to increased referral volumes when action is taken. In addition, key exemplars will be highlighted for benchmarking purposes.

The utilization of GroupSolver, an innovation in marketing research, bolstered the quality of responses. "GroupSolver allowed physicians to answer our questions in their own words, but the platform also enabled them to interact with one another's answers to help us distill opinions to core themes that really matter to physicians as a group. An engaged physician provides better data, which directly leads to better insights," says Jeff Richins, co-founder of GroupSolver.

Research Now, the global leader in digital research data for better insights and business decisions, is also co-sponsoring the study. "We remain committed to ensuring our hospital and healthcare system clients have cost-effective insights through our qualified physician panel. This survey is another way for us to create value for our panel members and hospital executives who utilize our services," said Nick Portaro, Vice President of Client Development at Research Now. Physicians were recruited to represent a mixture of specialties and geography. Research Now's physician panel members total more than 75,000.

The survey findings addressed the following discussion areas:

- Access pain points
- Examples of best practices in facilitating access
- Examples of high performing organizations related to the topic of access
- Potential solutions to streamline access

This [infographic](#) highlights major findings such as:

- Specialists appointment availability is still the key to increasing volume
- The smaller the practice, the more human touch required
- Hospital-based physicians are most concerned about re-admits

Hospitals and healthcare systems can access this complete data via our dashboard tools for a nominal fee. In addition, survey data can be supplemented with additional specialties (e.g., oncology, pediatrics) or local lists of physicians. For more information regarding this study sponsorship, please visit www.endeavormgmt.com/physician-pain-points-access or contact Lyle Green, Senior Advisor Physician Relations at 800-846-4051 or lgreen@endeavormgmt.com.

About Gelb Consulting

We create leaders. Headquartered in Houston, Texas, we deploy industry experts and world-class processes globally to help our clients establish a leadership position. With experience management expertise spanning several decades, our consulting teams support the transformational initiatives of academic medical centers and healthcare systems in delivering the ideal experience.

For more information, visit <http://endeavormgmt.com/healthcare> or email info@gelbconsulting.com.

About GroupSolver

GroupSolver has developed a distinctive approach to collecting and analyzing open-ended responses along with closed-ended questions. This approach combines traditional statistical methods used in typical quantitative surveys with crowdsourcing techniques and machine learning, which allows GroupSolver studies to effectively quantify natural language answers. GroupSolver allows respondents to answer open-ended questions using their own natural language answers while also validating answers provided by other respondents. The result is a “self-building” platform that provides the researcher with validated hypotheses/answers to critical open-ended questions. For more information visit <https://groupsolver.com> or email info@groupsolver.com

About Research Now SSI

Research Now Group, Inc., is the global leader in digital research data for better insights and business decisions. Founded in 1999, the company was a pioneer in originating online data sampling and created the first B2B panel. The company provides world-class research data solutions that enable better decisions and better results for its 3,000 market research, consulting, media, and corporate clients through access to over 11 million deeply-profiled business professionals and consumers in more than 40 countries. Research Now operates globally with locations in the Americas, Europe, the Middle East, and Asia-Pacific, and is recognized as the quality, scale, and customer satisfaction leader in the market research industry. For more information, please go to www.researchnow.com.