



YOUR GUIDE TO MEASURING:

The Seven C's of Patient+Provider Relationships™



NEW PATIENT SURVEY REPORT ON PAGE 2

NAVIGATING THE SEVEN C'S

The **Seven C's of Patient+Provider Relationships™** is a framework developed by MD MatchUp that evaluates seven key dimensions of patient-provider connections to help healthcare organizations improve satisfaction, loyalty, and outcomes. The Seven C's include:

CONNECTION: Measures how well a patient feels their new provider aligns with their personal healthcare preferences and desired characteristics, fostering a sense of compatibility.

COMPLIANCE: Gauges the patient's belief in their ability to better adhere to their new provider's recommended protocols and treatment plans compared to previous experiences.

COMMUNICATION: Assesses the ease and effectiveness of discussing personal healthcare needs with the new provider, highlighting openness and clarity.

CONFIDENCE: Captures the trust a patient has in their new provider's recommendations and treatment plans, comparing it to past providers.

CONTENTMENT: Evaluates the patient's overall satisfaction with their new provider, reflecting the quality of the care experience.

COMMITMENT: Measures the likelihood of the patient returning to their new provider for future healthcare needs, indicating loyalty and relationship strength.

CONSEQUENCE: Identifies the patient's belief in the positive impact their new provider has had or will have on their overall health and well-being.

MD MatchUp is the only platform that sparks new patient relationships and simplifies provider data management.



ABOUT THIS SURVEY

This survey was a collaboration between MD MatchUp, CHI Health, and Dr. Qiuli (Julie) Su, Assistant Professor of Marketing at the Heider College of Business, Creighton University.

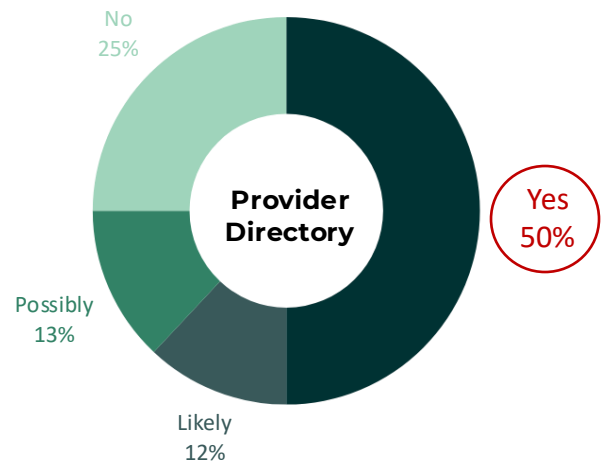
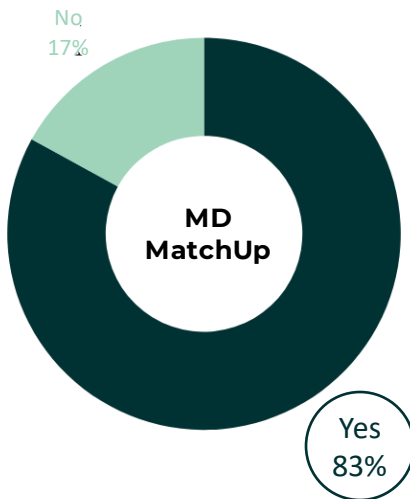
It compared the experiences of new patients who used MD MatchUp to find a provider with those who relied on CHI Health's online provider directory. All patients surveyed had at least one appointment with their new CHI Health provider.

1

CONNECTION



Do you believe your new provider has the characteristics you're looking for and aligns with your personal healthcare preferences?

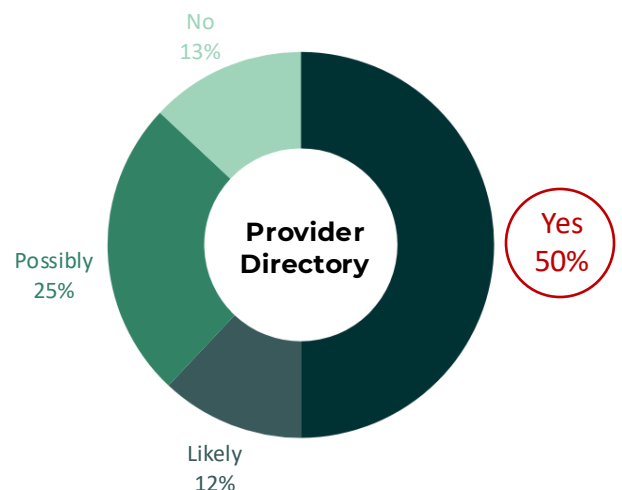
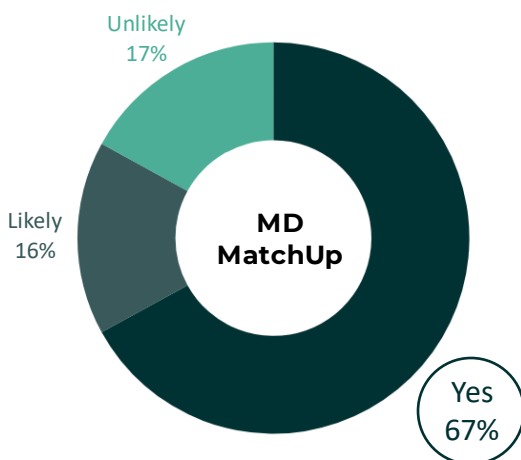


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COMPLIANCE

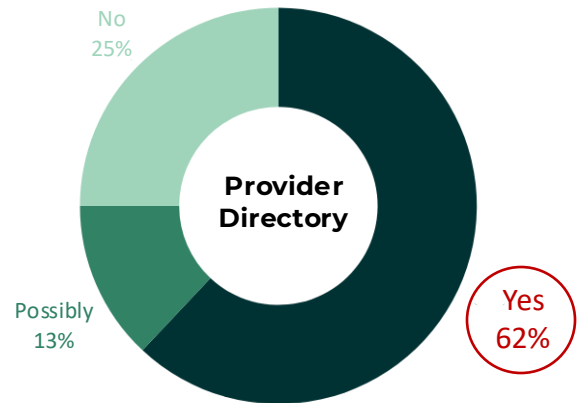
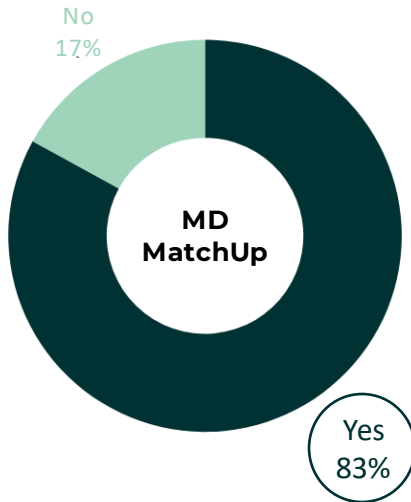


Do you believe you have, or will, better adhere to your new provider's recommended protocols and treatment plans compared to how you fared with previous providers?



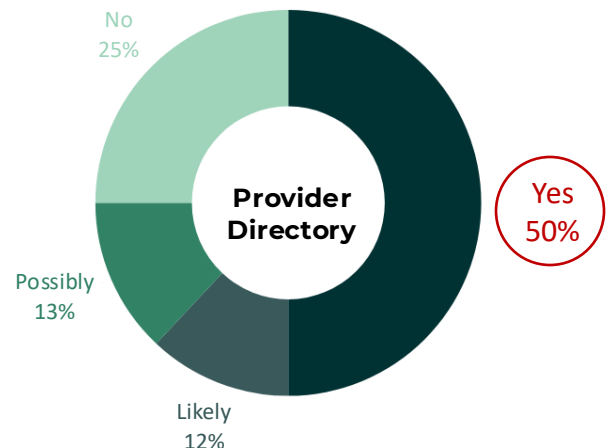
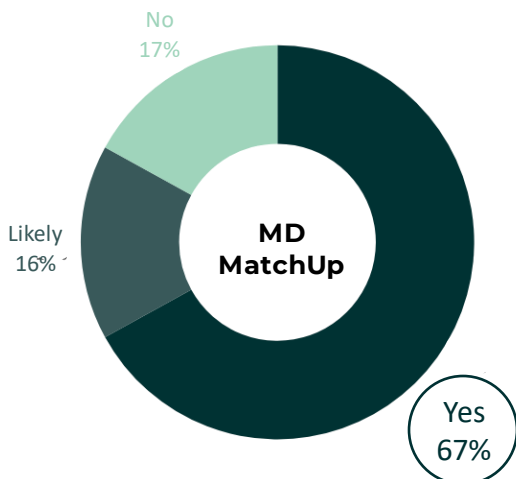
3 COMMUNICATION

Do you find it easier to communicate with your new provider and discuss your personal health care needs?

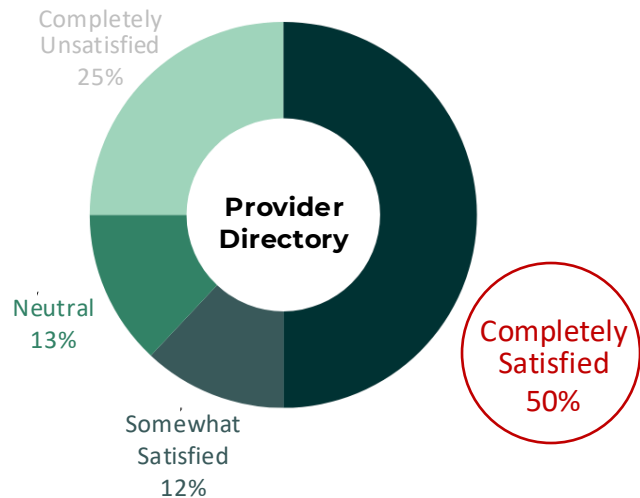
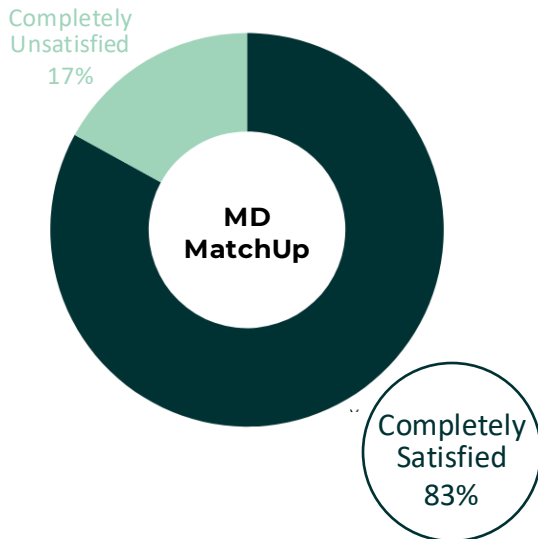


4 CONFIDENCE

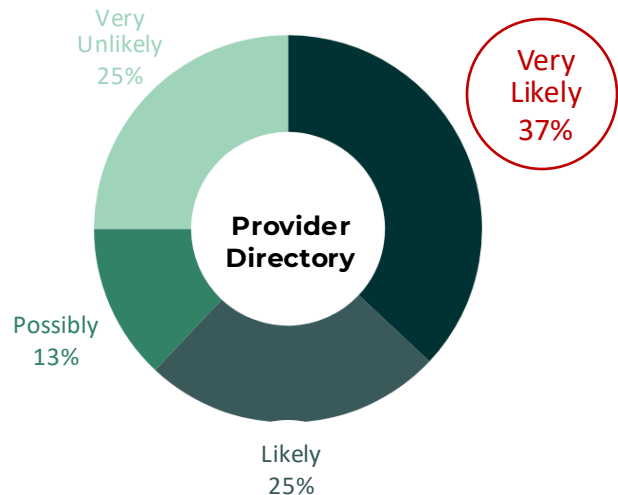
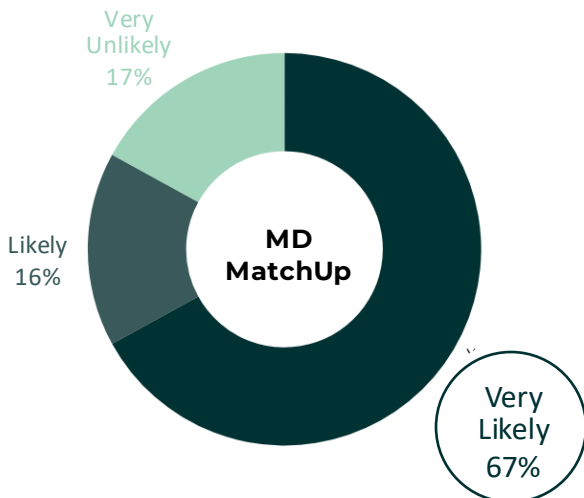
Did you experience a stronger sense of trust in your new provider's recommendations and treatment plans compared to your experience with previous providers?



5 CONTENTMENT + How satisfied were you with your new provider?

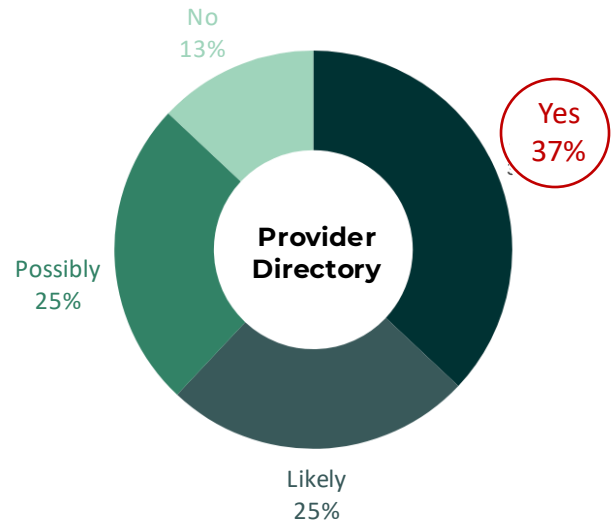
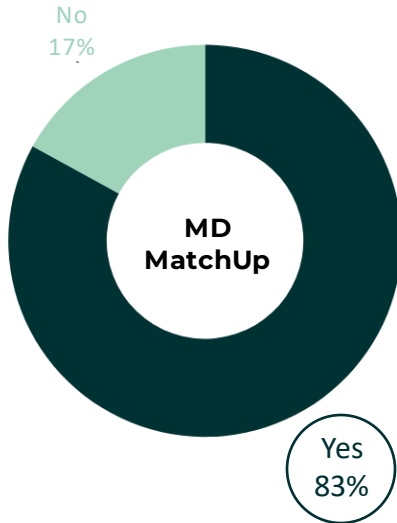


6 COMMITMENT + How likely are you to return to this provider in the future?



7 CONSEQUENCE

Do you believe this provider already has or will impact your overall health and well-being in a positive way?



CONCLUSION

These survey results highlight the critical role that personalized, data-driven tools like MD MatchUp play in improving patient experiences and outcomes.

By focusing on understanding patient preferences and streamlining the provider selection process, MD MatchUp delivers a measurable advantage in building trust, driving compliance, and ensuring long-term commitment to care.

For healthcare organizations, these results reinforce the value of adopting innovative platforms that prioritize both operational efficiency and patient satisfaction.

Discover how MD MatchUp can transform your patient-provider relationships and elevate your organization's outcomes, reach out today to see these results in action!

CONTACT US

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