

# Patient & Public Engagement



Patient engagement research allows the public to provide feedback on their care from health professionals. Involving members of the public in the decision-making and policy-shaping activities is a crucial step to encouraging a two-way dialogue and helping health professions operate with accountability.

It's helpful to have an experienced partner to assist with collecting that input in an equitable, timely and systematic way. Our ultimate goal is to help health regulatory bodies and healthcare organizations develop human-centric service delivery models where patients play a critical role in the design of their care.

Pivotal Research is a leader in market research and evaluation services to health regulators, health care associations, and hospital networks nationwide. Our high-impact intelligence to health care providers and regulators helps you shape the course of healthcare in Canada and drive innovation and service delivery excellence.

A Canadian research company based in Edmonton, Pivotal Research has delivered unique multimode qualitative and quantitative research, engagement, consulting, and evaluation solutions to over 40 colleges and associations across the country. Since 1999, we have conducted millions of surveys and hundreds of interviews with registrants/members, patients/public, and councils/boards and committees.

## Diversity, Equity & Inclusion Matters

Whether it's regional, cultural, abled or more, a difference in perspective provides more understanding of the whole. Understanding how different people perceive and experience healthcare helps regulators, professionals and administrators understand the opportunities for quality, service, governance, policies and standards reforms that centre patient care. Through tailored methodologies and inclusive practices, Pivotal Research makes a point of reaching the hard-to-reach, ensuring you've got the right representation for confident change.

## Leveraging Insights for Quality Improvements/Assurance

Patient experience research can map out actions and decisions through the patient care journey and identify key touchpoints and pain points to inform targeted corrective action and quality improvement and assurance. The insights gleaned can help shape policy, standards, and provide reference points to help ensure governance and registrants are meeting the mark. Our ultimate goal is to enable organizations to deliver a human-centric service delivery model that places a high premium on satisfaction to drive success.

## Voice of the Patient

Through a comprehensive approach to patient (and non-patient) experience, Pivotal Research is able to help associations and regulatory bodies better understand the context and experience of care within their jurisdiction, awareness of professional standards and perceptions of the profession overall, in addition to barriers to care, organizational reputation and other metrics as required. Our Voice of the Patient research programs can be tailored to include allied groups of professions, changing regulation(s) and other policy reforms that require patient insights to enable high-quality care and successful change management.



Suite 700, 10339 – 124 Street NW  
Edmonton, AB T5N 3W1

Contact Information:  
E: [info@pivotalresearch.ca](mailto:info@pivotalresearch.ca)  
P: 877-421-1199

