

The Complaints Management Opportunity



Open discussion of concerns helps health care professionals understand potential problems and how to improve patient care. Within the regulatory environment, legislation describes service mandates in addressing concerns. Yet, tracking and using the data available within the complaints process is cumbersome and sometimes cost-prohibitive.

While poor complaints management can damage your organization and the profession you regulate, good complaints management systems improve the safety and quality of patient care, restore trust and confidence, optimize resources for effective resolution, and promote a culture of reporting and accountability.

At Pivotal Research, we put the lived experiences of people in the complaints management landscape first, understanding that people, places, and processes need to be deeply understood in the context of the regulatory and healthcare ecosystems. Through inclusive engagement methods combined with innovation in technology, we help healthcare providers and regulatory agencies not only collect outcomes, but effectively act on them.

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.



Partners in Innovation

Pivotal Research has a unique, integrated partnership with Bluejarvis Technologies, an Edmonton-based innovator. Together, our integrated teams are technology focused, but driven by research and community engagement principles. Integration between research, experienced IT operations, and innovative technology development creates a spectacular synergy that always exceeds expectations and allows us to help regulators and associations create digital transformations that are effective, holistic, human-centred, and sustainable.

Specific to Your Need

Through human-centric evaluation designs, we help Colleges build smart key performance metrics, visually pinpoint optimization opportunities, cut down on service redundancies, and enhance the patient and registrant complaint experience. Our suite of services includes:

- **Complaints management process maps** that identify key points in the process when robust and useful feedback can be captured for process management and iterative improvement
- **Key performance indicator (KPI) frameworks** that capture current and desired quantitative and qualitative metrics to track parties to complaints feedback and overall sentiment toward the process and your College
- **Complaints management feedback programs** that capture in-the-moment, event-based feedback from parties to complaints in addition to gathering in-depth qualitative feedback to inform course-correction measures
- **Complaints taxonomies** that help standardize how complaints are classified to facilitate risk management and elevate regulatory decision-making.



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