goShadow

Understand the Patient Experience
to **Improve** the Patient Experience.

"The goShadow jumpStart enabled all of my staff to have a hand in improvements that impact their work and their patients' lives."

What is Shadowing?

Shadowing helps all stakeholders see any experience from the end-user's points of view. It is the direct, real-time observation of patients and families as they move through each step of an experience.
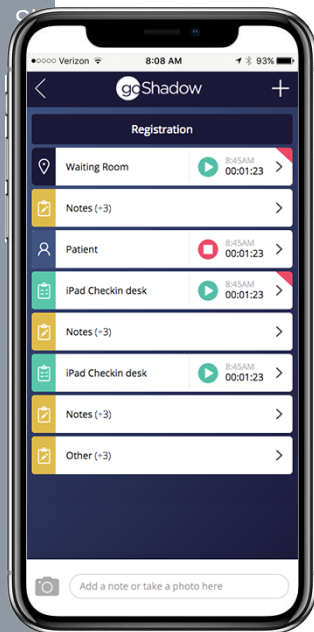
What is goShadow?

An App to Collect & Organize

Easily create experiences, coordinate shadowers, and quickly capture and categorize shadowing notes while in the field.

A Web Platform to Manage and Report

Organize experiences, review notes, and build compelling reports that will drive change in your organization. Use the platform to enter historical data, enjoy automatic reports from pen and paper shadowing!

What can goShadow do for me?

Easily merge data with the details

- Pinpoint areas for opportunity
- Give quantitative data qualitative context
- Save time with auto generated reports

Build targeted & impactful teams

- Align all stakeholders
- Remove silos
- Embrace co-design
- Identify opportunities for improvement

Intelligently capture costs

- Identify true cost of any experience
- Drill down to identify root causes of cost inconsistencies

Freemium
App + Desktop Reporting

Full access to the goShadow iOS and Android app, cloud-based platform and all automated reports. Email support and App Guide included.

Training
Train the Trainer + Support

On site or Web based comprehensive goShadow training for teams up to 100. Full access to the goShadow iOS App, cloud-based platform and all automated reports. Email and phone support and App Guide included.

jumpStart
Strategize. Analyze. Report

On site goShadow consulting. Complete experience goal session and team meetings. goShadow on site shadowing and custom reporting with follow up with opportunity identification and iterative change measurement.

Clients We've Served

We've pioneered the shadowing process and refined it to become a low-cost, high-impact practice that allows professionals to understand how their customers, patients and end-users experience service. From medical care experiences to retail and hotel industry customer experience, any industry can benefit from shadowing.