



Enhancing Patient Experience at Northwest Radiology

For over 50 years, Northwest Radiology (NWR) has been delivering compassionate care through a comprehensive range of specialized, high-quality imaging services. As one of the largest physician-owned radiology groups in central Indiana, NWR's team of more than 30 radiologists is dedicated to providing exceptional service.

To continuously improve their services, NWR utilizes patient surveys to gather feedback on staff, providers, facilities, and more.

This actionable feedback has been instrumental in enhancing service quality and boosting patient satisfaction. Recognizing that medical imaging can often cause anxiety, especially for procedures requiring patients to remain still in enclosed spaces, NWR's leadership prioritizes creating a calming environment. The Vital Check™ survey tool revealed a simple yet powerful suggestion from one of their patients: ***"Please play ad-free Pandora radio!"***

In response, NWR implemented ad-free Pandora radio stations across all facilities, allowing patients to enjoy their preferred music without interruptions. This small yet impactful change significantly contributes to a more relaxing and positive patient experience, demonstrating NWR's commitment to patient-centered care.

