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A CLIENT STORY

How IDX Built a Real-Time Patient Intelligence Engine Across 26 Brands

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Integral Diagnostics (IDX), one of Australasia's largest diagnostic imaging groups, transformed fragmented patient feedback into a real-time intelligence engine across 26 brands - achieving 3x higher response rates, a 200% increase in Google reviews within three months, and real-time visibility across its entire network.

This shift enabled IDX to improve patient experience, strengthen its reputation, and drive faster operational improvements at scale.

Turning fragmented feedback into real-time insight that improves care, reputation, and operational performance.

Across healthcare, leaders are realising something important, patient experience data is only valuable when it becomes actionable real-time intelligence.

For private diagnostic imaging organisations operating across multiple locations, brands, and systems, gaining that consistent and accurate visibility can be difficult.

Integral Diagnostics (IDX), one of Australasia's largest and most respected diagnostic imaging groups, faced exactly this challenge.

Operating 26 brands across Australia and New Zealand, IDX has grown through acquisition. Each brand operated within its own regional environment, technology stack, organisational culture, and operational processes.

Listening and understanding patient experience and journey consistently across such a complex network felt impossible. There was no central source of patient intelligence that effectively captured the voice of their patients.

Traditional survey approaches could not provide the quality of intelligence and visibility leadership and their staff needed.

What IDX needed was more than simply a better survey.

They needed a continuous real-time intelligence layer that could reveal what patients were experiencing across the entire organisation, all the time, and where both recognition and improvement were needed.

That is what Cemplicity helped them build.

"You couldn't even imagine the complexity of 26 brands." - Sally Hicks, Group Marketing & Communication Manager, IDX

Why Patient Intelligence Matters in Diagnostic Imaging

Diagnostic imaging sits at a sensitive point in a patient's journey. Many patients arrive for scans during moments of uncertainty, anxiety, in pain, etc.

"Often when patients come to us, they're really anxious... because they're getting diagnosed." - Sally Hicks

In this context, small interactions, considered engagements and clear communication have a significant and far reaching impact from a clinical, operational and reputational perspective.

Clear communication, kindness, waiting times, and staff professionalism can shape how patients perceive the entire experience.

For private imaging providers, these moments influence far more than passive retrospective satisfaction scores. They influence:

Care quality

Experience data reveals breakdowns in communication, comfort, and clinical processes.

Reputation

Patients often choose between multiple imaging providers within a local market.

Referrer trust

Referring clinicians play a central role in directing imaging demand.

Patient loyalty

Patients often return for scans or follow-up imaging throughout their lives.

For a 26-brand organisation such as IDX, anticipating, understanding and learning from these signals requires more than occasional or passive surveys.

It requires continuous patient intelligence. An intent to listen, learn and act at every level of the organisation.

From Fragmented Passive Feedback to Continuous Intelligence

Before partnering with Cemplicity, IDX collected feedback through kiosk-based iPad surveys, paper forms and QR codes on in-clinic posters and leaflets taken by the patient at reception.

This approach created limitations around optimising the strategic, operational or reputational value that patient intelligence can provide. Also requiring a lot of internal resource to manually draw robust value from it. For leadership, this created a familiar challenge in healthcare:

Feedback existed. But visibility did not.

“I just want something that I can set up and trust that it's going to work really well.” - Sally Hicks

Moving to Real-time Patient Intelligence Model

With Cemplicity, IDX transitioned to an always-on patient intelligence approach.

Instead of collecting feedback only passively inside clinics, patients now receive a branded invite to share their insights, thoughts and suggestions. This is sent and completed after their appointment and they can respond when convenient.

Often, this happens once they return home.

The result is more thoughtful responses and stronger engagement. But the most important change was not the channel. It was the flow of insight across the organisation.

Rather than feedback snapshots, IDX now receives a continuous stream of real-time patient insight.

Teams can identify emerging issues earlier, detect patterns across locations, and take action faster.

Automation also ensured the programme remained easy to maintain.

Visibility, Across a 26 Brand Network

One of the most valuable outcomes for IDX has been the ability to see patient experience clearly across the entire organisation.

- Role-based dashboards provide visibility at every level.
- Clinic teams can monitor local experience signals.
- Regional leaders can identify trends across markets.
- Executives can view performance across the entire network.

“You can go in and get the information that you need when you want.” - Sally Hicks

By removing reporting bottlenecks, patient insight becomes part of everyday operational decision-making.

Turning Patient Voice Into Operational Improvement

As a publicly listed organisation, IDX must report Net Promoter Score (NPS).

But the leadership team wanted feedback to do more than measure satisfaction. They wanted insight that could drive improvement.

By combining quantitative scores with patient comments, teams can identify recurring themes in patient experience.

Insights have highlighted opportunities to improve:

- Wait-time communication
- Reception interactions
- Patient comfort during certain procedures
- Clinic environments

In one case, patient feedback led to a change in how a specific ultrasound procedure was performed, improving comfort for patients.

The Cemplicity action register also allows teams to follow up directly with patients reporting negative experiences. This closes the loop and ensures issues are addressed quickly.

Strengthening Reputation in Competitive Markets

The programme also helped strengthen IDX's online reputation.

The results were significant. 200% increase in Google reviews from only three months after launch. Majority of which, were 5-star reviews.

In competitive local healthcare markets, this visible patient sentiment plays an important role in how patients choose providers.

Patient experience is no longer just measured internally. It is now visible to the market.

Embedding Patient Intelligence and Experience into Company Culture

IDX also uses patient stories and feedback to recognise staff and reinforce a patient-centred culture. Positive feedback is shared internally, celebrating teams who deliver exceptional care.

We use it... to say, hey, you've been called out, you've been doing a really good job." - Sally Hicks

Net Promoter Score is also linked to staff KPIs, reinforcing accountability across the organisation.

This ensures feedback becomes a living operational signal, rather than a passive dataset.

From Feedback to Intelligence

By implementing Cemplicity, IDX transformed how patient insight flows through the organisation.



Today the organisation benefits from:

- **Real-time patient intelligence across 26 brands**
- **3X higher response rates**
- **200% increase in Google reviews**
- **Real-time visibility across clinics, regions, and leadership teams**
- **Operational improvements driven directly by patient voice**

In a competitive diagnostic imaging market, that intelligence helps IDX strengthen patient experience, reputation, and operational performance.

"It's always going, and it works well." - Sally Hicks

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