

CASE STUDY

# Meeting patients where they are

How Vanderbilt Health used MyChart to elevate feedback and improve response rates



# The client

Vanderbilt Health is a nationally recognized academic medical center with a historic track-record of advancing patient care, research, and education. Across its expansive network of medical practices and specialty clinics, Vanderbilt Health serves a diverse community that expects care to be both clinically excellent and human-focused. That expectation is at the center of every decision VUMC's leaders make.

For Vanderbilt Health, patient feedback isn't a compliance requirement or a quarterly metric; it is a continuous conversation that shapes how care is delivered and how the organization earns trust.

## Vanderbilt Health at a glance

8

Hospitals

2,193

Licensed beds

3.5M

Annual patient visits

219,000

Annual ED visits

43,000

Employees

4,930

Employed clinicians

1,200+

Employed physicians

# The challenge



The best feedback is the feedback patients can give without thinking twice. When the ask shows up in a place they already trust, they're far more likely to respond.

**Brian Carlson**

VP of Patient Experience  
Vanderbilt Health

In our changing world, where patients now bring a consumer mindset to healthcare, feedback must be captured in ways that feel familiar, respectful, and worth their time. Vanderbilt Health faced the same headwinds that challenge most health systems when it comes to gathering patient feedback: inboxes are crowded, text messages compete with a daily stream of alerts, and even well-designed surveys are getting lost in the noise.

They wanted to reach more people to understand patient experience without asking them to do more work. They needed to hear from patients who don't typically respond, gather insights that are representative of the broader community, and do it in a way that didn't burden IT or complicate workflows for clinical and operational teams.

The vision was simple but ambitious: reduce friction between invitation and response and build a sustainable listening strategy that can scale across clinics and specialties. Vanderbilt Health wanted meaningful, actionable data that would help teams spot friction in care journeys and act quickly, without adding complexity or slowing down change.

# The solution

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Integration should feel invisible to the patient and obvious to the team. MyChart let us ask for feedback exactly where patients already manage their health—and get those insights to people who can act.

**Brian Carlson**

VP of Patient Experience  
Vanderbilt Health

Vanderbilt Health partnered with Press Ganey to implement the PX Connect Suite for Epic, enabling post-visit surveys to be delivered directly through Epic's MyChart patient portal. Embedding surveys directly within the platform is a natural extension of Vanderbilt Health's MyChart-forward strategy centered on patient engagement—one in which they have specifically branded their platform as “My Health at Vanderbilt” to reinforce the brand while deepening patient connection. Patients have the opportunity to interact with their healthcare system in a one-stop shop by completing the survey in the same place they view records and engage with their care team, making for a more meaningful survey experience.

The early-adoption program launched across approximately 20 Vanderbilt Health medical practice clinics. Patients with active MyChart accounts were randomly assigned to one of two outreach sequences: One group received a MyChart notification followed by two email reminders; the comparison group received a text message followed by two email reminders. Limiting the analysis to MyChart-eligible patients was intentional and made sure both groups received the same number of survey opportunities. Vanderbilt Health created this clean, purposeful test to see how MyChart-first outreach performs against a standard text-first approach.

The goal was to add a new channel that attracts net new- voices, not to shift respondents from one mode to another. Surveys sent outside of the early adoption program could still continue uninterrupted. Adding MyChart didn't diminish existing response rates, but layered in strategic touches that attract patients who previously didn't engage. The net-new participation expanded the organization's understanding of experience—who responds, what they say, and how it changes across age, specialty, and visit type—so interventions can be tailored and measured with greater confidence and efficacy.

# The results

Early analysis from Vanderbilt Health's medical practice clinics shows promising gains\*

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More voices—and more diverse voices—are exactly what we need to improve care in ways patients truly feel.

**Brian Carlson**

VP of Patient Experience  
Vanderbilt Health

## Response Rate Improvement:

MyChart-first  
outreach

**17.0%**

Text-first  
outreach

**15.2%**

MyChart-eligible  
patients

**11.8%**

relative  
improvement

## Demographic Insight:

MyChart respondents averaged **48 years old**, compared to **62 years** for text respondents.

MyChart-first outreach increased overall response rates and brought in feedback from younger patients, broadening Vanderbilt Health's perspective on experience. The team will continue to collect data to confirm these trends with greater statistical confidence. It's also important to note MyChart responses follow similar patterns as survey responses overall—patients are happy with their care providers and health system.

\*Data based on surveys between 4/30/2025 and 10/1/2025, and received by 10/17/2025.

# Why MyChart, and why now?

Nearly everyone carries a phone and prefers mobile-first interactions, but not all notifications are equal. For patients who ignore texts or have email filters that bury surveys, MyChart offers a reliable route to participation.

They can use MyChart to check test results, message care teams, schedule appointments, and manage bills. Asking for feedback in that same experience changes the equation: the invitation feels familiar, the action is simple, and the trust is often already there. That combination reduces the digital barriers that often keep busy people from responding. By adding this mode, Vanderbilt Health expanded its respondent pool and made insights more representative of the full patient community, including people who historically don't respond.



# Conclusion



When feedback is easy,  
improvement is inevitable.  
MyChart is making that  
possible for our patients  
and our teams.

**Brian Carlson**

VP of Patient Experience  
Vanderbilt Health

Vanderbilt Health's early-adoption work with Press Ganey's PX Connect Suite for Epic demonstrates how a thoughtful integration can transform the feedback experience for patients and the actionability of insights for teams. Vanderbilt Health made participation easier and more natural, expanded who speaks up, and accelerated the path from listening to doing. The early data—an 11.8% relative lift in response rates and a younger respondent profile—signaled a stronger, more representative feedback loop that has the promise of strengthening decisions and shortening the distance between an issue and its fix.

Most importantly, their approach honored the human side of healthcare. It meets patients in a place they trust, reduces unnecessary steps, and turns their voices into visible improvements in care. As Vanderbilt Health scales this work and continues to collect data, MyChart-driven feedback is positioned to help the organization deliver on its commitment to the Human Experience.

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