



MedStar Georgetown University Hospital leverages JabFab Real-time Service Orchestration (RSO) to enhance patient experience across its multi-practice outpatient organization. With real-time patient insights and workforce recognition, the hospital ensures service excellence along the service journey.

Care In the moment

CASE STUDY

MedStar Georgetown
University Hospital, DC
(MGUH)

CHALLENGE

MGUH sought to empower frontline teams with real-time patient insights, enabling them to proactively address patient needs, optimize workflows, and take immediate action—ensuring staff is always in the right place at the right time to deliver exceptional care.

NEEDS:



TIMELY SERVICE FEEDBACK

Access to patient feedback and disposition in the moment, versus only after-the-fact.



TIMELY WORKFORCE ACTION

Matching the right associate to the right service event at the right place and time.

SCOPE

MedStar Georgetown University Hospital is a leading acute-care teaching and research hospital in Washington, D.C. JabFab RSO was deployed across 30+ outpatient practices, covering exam rooms, waiting areas, valet services, and restrooms, ensuring real-time patient experience management at every key touchpoint.

30+
Depts.

460+
Action
Points

4k
Site
Personnel

OUR SOLUTION

After building a clear business case around patient impact, loyalty, increased appointments, and sustained high CAHPS scores, MedStar Georgetown deployed JabFab RSO facility-wide to drive real-time service excellence, staff empowerment, and continuous patient experience improvement.

“JabFab provides the data needed to make operational changes and serves as a tool to recognize staff for creating positive experiences. It also allows us to act on patient feedback in real-time.”



Karen Alcorn
VP Public Affairs & Marketing
MedStar Health



Smart location-aware feedback signs at key action points in the journey



Patients provide instant feedback via mobile—no apps or downloads needed



Real-time alerts sent to staff and managers for immediate action.



AI-driven insights drive long-term service excellence.



Immediate Impact on Operational Efficiency

JabFab RSO provides the real-time visibility needed to streamline workflows, prevent service failures, and create a seamless patient journey.



13k
Service events
to date



63%
of negative events
neutralized

- Lifting CAHPS 20-30% in areas where real-time interventions improved patient interactions, reduced wait times, and enhanced staff responsiveness.
- Employee morale Impact, with 60-70% of real-time feedback highlighting positive service moments, reinforcing a culture of recognition.

Service Alert!

Location: Waiting Area 2

🕒 04:12 📢

🕒 04:40 👍

🕒 5 mins ago 📢

Action

Resolve Now

Resolve Later

Recognize

Share

