- We measure customer loyalty through a Net Promoter Score® (NPS), which is based on a telephone survey that asks patients to rate how likely they are to recommend our hospital on a scale of 0 to 10.

- The Net Promoter Score is calculated by taking the sum of the 9 and 10 responses (the promoters) and subtracting from that the 0-6 responses (the demoters), or in other words (9's+10's) – (0+1+2+3+4+5+6's). The 7's and 8's are considered neutral and aren't included in the equation.

- The NPS score is determined by the percentage of customers who would recommend us (promoters) minus the percentage of customers who would not recommend us (detractors).