

MULTI-SITE

MAY 13, 2026

West Clinic lobby display is showing patient identifiers

Privacy/compliance lead and the West Clinic site manager should disable patient names and birth dates on the lobby TV board today, then confirm by walk-through that no patient identifiers are visible; 2 of 4 accepted comments say dates of birth were publicly displayed. This matters because the highest-risk pattern is potential PHI exposure in a public waiting area. Scheduling leadership should also audit Main Clinic portal, reminder text, and front-desk appointment times by Friday, then track mismatched appointment-time complaints for one week; the other 2 accepted comments report patients arriving 30 minutes early or losing work time because systems disagreed.

SUBMISSIONS

4

submissions

SIGNAL RATE

57%

3 filtered

FINDINGS

2

1 red · 1 yellow

IDEAS

3

Ranked by impact

EXECUTIVE BRIEF

RED PRIORITY

WHAT IS HAPPENING

West Clinic lobby display is showing patient identifiers

Two separate West Clinic comments report that the lobby screen displayed patient names with full dates of birth where other patients could see them. This is the highest-priority operating risk in the pack because it involves public exposure of patient-identifying information.

WHY IT MATTERS

Potential privacy breach exposure, patient trust damage, and urgent compliance follow-up at West Clinic.

DO THIS WEEK

Have the privacy/compliance lead and West Clinic site manager disable names and dates of birth on the lobby TV board today, then do a live waiting-room check during the next clinic session and record whether any patient identifiers remain visible.

EVIDENCE

2 of 4 accepted submissions (50%) across West Clinic; confidence 82%.

MEASURE NEXT

Have the privacy/compliance lead and West Clinic site manager disable names and dates of birth on the lobby TV board today, then do a live waiting-room check during the next clinic session and record whether any patient identifiers remain visible.

VOICE OF THE CUSTOMER

“Please call me at [phone]. The waiting room screen showed my full birth date next to my name, and other patients could see it.”

On **West Clinic lobby display is showing patient identifiers** — 2 submissions · 50% of accepted feedback · confidence 82%

R

RED · 1 FINDING

Fix this week. Customers are leaving.**01 West Clinic lobby display is showing patient identifiers**

Two separate West Clinic comments report that the lobby screen displayed patient names with full dates of birth where other patients could see them. This is the highest-priority operating risk in the pack because it involves public exposure of patient-identifying information.

MENTIONS

SHARE

CONFIDENCE

TREND

2**50%****82%****new**

IMPACT

Potential privacy breach exposure, patient trust damage, and urgent compliance follow-up at West Clinic.

NEXT ACTION

Have the privacy/compliance lead and West Clinic site manager disable names and dates of birth on the lobby TV board today, then do a live waiting-room check during the next clinic session and record whether any patient identifiers remain visible.

“Please call me at [phone]. The waiting room screen showed my full birth date next to my name, and other patients could see it.”

“The TV board in the lobby displayed patient names with dates of birth while everyone was sitting there.”

Y

YELLOW · 1 FINDING

Watch closely. Friction is mounting.

01

Main Clinic appointment times do not match across portal, reminders, and front desk

Two Main Clinic comments report appointment-time mismatches between patient-facing systems and check-in records. One patient says this happened for three visits in a row, which points to a repeatable scheduling data problem rather than a one-time misunderstanding.

MENTIONS

SHARE

CONFIDENCE

TREND

2**50%****80%****new**

IMPACT

Patients are losing work time, arriving too early, and starting visits frustrated before care begins.

NEXT ACTION

Have the scheduling lead pull Friday's Main Clinic appointments by Thursday afternoon and compare portal time, reminder text time, and front-desk schedule time for each visit type; track the count of mismatches and any new appointment-time complaints for one week.

"Third visit in a row where the portal said my appointment was 8:30 but the front desk had me at 9:00. I lost the first hour of work again."

"The reminder text said arrive at 2:15, but check-in had my ultrasound at 2:45 and told me to wait in the lobby."



What to try next

West Clinic public-screen PHI check before doors open

Two West Clinic patients reported names and birth dates visible on the lobby TV board. A 60-second opening checklist can catch this before patients enter the waiting room.

EXPECTED IMPACT

Reduces risk of public patient identifier exposure and gives the site manager a daily control to verify.

EFFORT LOW

Main Clinic three-column appointment-time audit

Both Main Clinic comments describe different times across patient-facing and front-desk systems. A small audit comparing portal, reminder, and check-in schedule can locate the break point.

EXPECTED IMPACT

Cuts avoidable early arrivals, waiting-room frustration, and lost work time tied to appointment-time mismatches.

EFFORT MEDIUM

Front-desk script for appointment-time mismatch cases

One patient was told to wait after a reminder directed arrival 30 minutes earlier. Staff need a fast response when the clinic's own messages conflict.

EXPECTED IMPACT

Reduces escalation at check-in and creates a simple log of mismatch cases while the schedule audit is running.

EFFORT LOW

DISCLAIMER

About this report

Gistback turns private feedback into an evidence-backed operating brief. Use this page as the interpretation guardrail for the findings and ideas above.

AI-ASSISTED SUMMARY

This report is generated from accepted feedback using Gistback analysis. It is designed to help operators decide what to inspect, test, or fix next; it should not replace human review.

EVIDENCE LIMITS

Counts and percentages reflect the feedback submissions accepted into this reporting window, not a statistically representative customer survey. Treat findings as directional operating signals.

PRIVACY AND COMPLIANCE

Gistback screens for obvious spam, abuse, and personal information before reporting, but this document is not legal, medical, security, or compliance advice. Review sensitive findings with the appropriate owner before external distribution.

OPERATIONAL JUDGMENT

Recommendations are framed for multi-site operations at Northside Clinic Group. Validate root causes on the floor, in the product, or with the responsible team before making irreversible changes.