

Delivering Exceptional Patient Experience

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Objectives

Assess the barriers to creating a positive patient experience



Understand and articulate the significance of positive patient experience for both reimbursement and patient outcomes



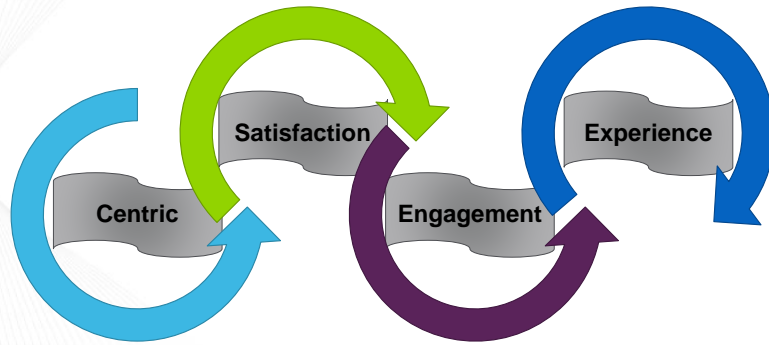
Implement and integrate best practices to create positive patient experiences while improving patient outcomes



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Terminology



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Patient Satisfaction \neq Patient Experience






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Patient Satisfaction = Patient Experience

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Effective
Communication

Reasons to Focus on Patient Experience

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-  Patient Outcomes
-  Risk Management
-  Marketing
-  Efficiencies
-  Reimbursement

Here to Stay



The State of Patient Experience 2015
4 Reasons Why You Should Care about Patient Experience and Satisfaction 7
The Growing Focus on Patient Experience and What it Matters

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Measuring It – Who, What & How

Who is asking



- Government
- Payors
- Patients
- Caregivers

What are they asking



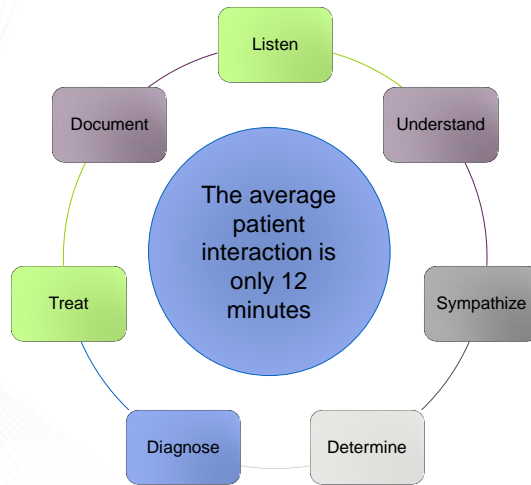
- Ability to get an appointment
- Knowledge of medical history
- Amount of time spent
- How well you did



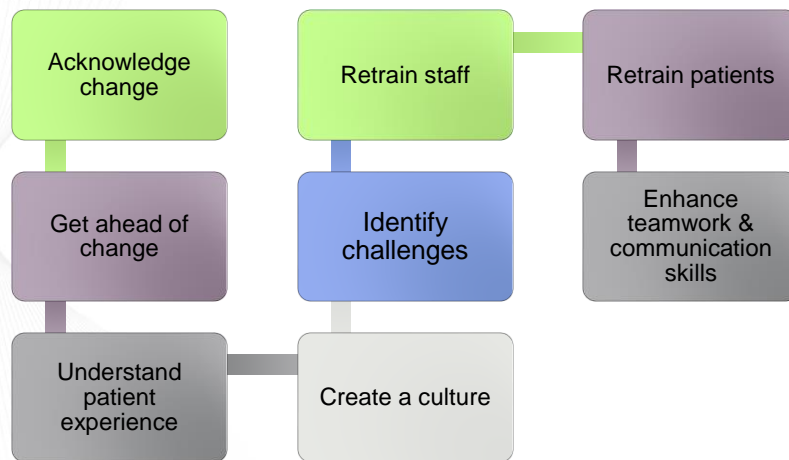
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The Challenge



So, What to Do?



Teamwork & Communication are Key

- Team Communication
- Handoffs and sign-outs
- Referrals and consultations
- Between physician/provider and patient
- Discharge, self-care instructions

66%

Ineffective team communication is the root cause for nearly 66% of all medical errors from 1995-2005.

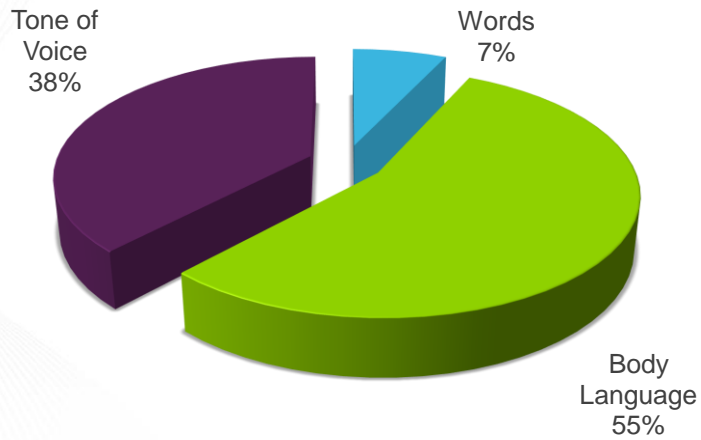
Institute for Healthcare Communication

Effective Communication



- Connect to patients
- Engage in the conversation
- Ask the question you want answered
- Listen for the answer
- Reflective listening
- Explain the why & why not
- Two questions
 1. “Do I have what I think I have?”
 2. “Are you going to do what I think you should do?”

How Patients Hear Us



Effective Body Language



- Arms open
- Body orientation, physical barriers
- Lean forward
- Head nodding
- Slow, steady breathing
- Pause before responding
- Eye contact
- Same level

But How Do They Hear Us On the Phone?



**TONE
OF
VOICE**
86%

Tone of Voice

- Tells patients who you are
- Makes you different
- Builds trust
- Used to influence and persuade
- Become firmer or deeper, never louder
- Sit up straight



Taking A Call

- Be prepared
- Answer promptly – by third or fourth ring maximum
- Answer with name, role and greeting
- Speak slowly and clearly
- No food or gum
- Smile
- Ask permission for hold – how long
- Notify before transferring
- Get as much info as possible for messages

Placing A Call



- Introduce self
- Rehearse
- Have all information
- Remember the other person may be busier than you
- Help them help you

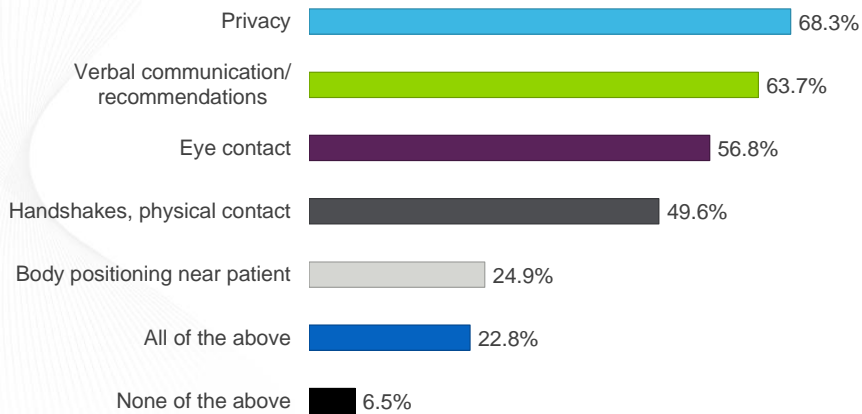
Communication Techniques

- You sound upset
- Tell me about it
- Agree in principle
- Thank you for sharing your feelings, experience

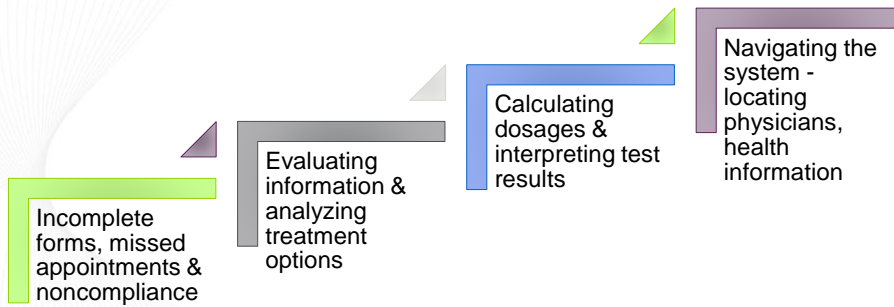
I can
vs.
I can't

Here is what I
would like to do
vs.
What do you want
me to do?

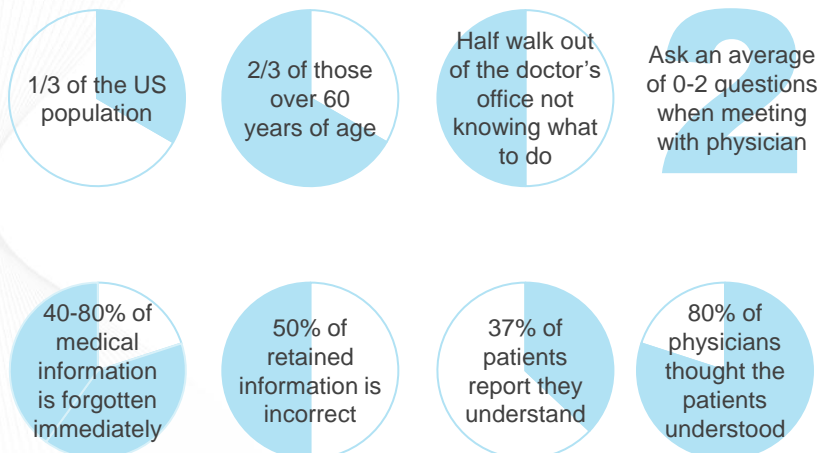
What Patients Value



Low Health Literacy Problems & Warnings



Low Health Literacy



Health Literacy & Patient Rights

“ It is neither just, nor fair, to expect a patient to make appropriate health decisions and safely manage his/her care without first understanding the information needed to do so.”

Combating Low Health Literacy

Teach back method

Questions beginning with “how” and “what”

“Do you sometimes have difficulty understanding”

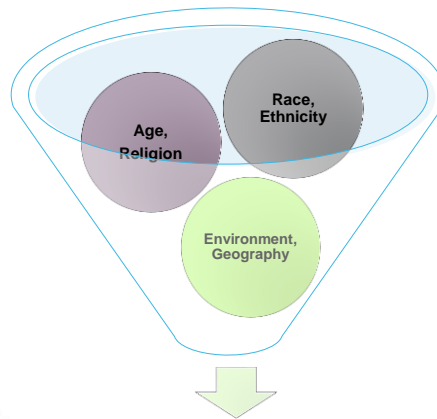
Acknowledge the difficulty

Plain language, nothing written over 6th grade
Visit summary, alternate teaching methods

Watch for the signs
Get a commitment



Other Influencers



Diet, Medicine, Communication, Interaction

Delivering Bad Information

Setting

Patient perspective

Information

Knowledge

Empathize

Strategize

Courtesy, Respect & Professionalism

- Greet the patient, introduce self, address patient by name
- Eye contact
- Connect personally
- Knock on door
- Move away from door, keep hand off doorknob, sit
- Understand every person is unique
- Remember, you are being watched
- Smile
- Ask if there is anything else



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Patient Experience Resources

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