

The Patient's Experience:

What's so radical about a
customer orientation?

December 16, 2015

Reflection

“I’ve learned that people will forget what you said, people will forget what you did, but people will not forget how you made them feel.”

Maya Angelou



Today's Objectives



- Understand the why and how of collecting Patient Experience information
- Review survey tools used by clinics
- Understand our challenges in collecting and using this data.
- Consider a quality improvement project to use as a case study for this webinar series

Why do most CHCs collect this data?

- 19 Program requirements of FQHCs:
Governance requirement #17 on Board Authority includes . . . “evaluating patient satisfaction”
- Patient Centered Medical Home:
CAHPS (Consumer Assessment of Healthcare Providers and Systems) surveys most common
Modified CAHPS
- Other reasons?



Your most helpful patient experience information?

- CAHPS patient satisfaction surveys
- We conduct a crossroads survey
- We have a CAHPS survey that is about a year old now and we collect "visit satisfaction" data at the check out desk daily...
- Patient surveys – 5 surveys per provider per week and CAHPS 2014

How do most clinics collect data?

- ❑ Surveys – mailed out, handed out after visit, done over the phone . . .
- ❑ Feedback in the waiting room/comment card or quick verbal check ins
- ❑ Complaints and grievances
- ❑ Informal feedback from patients collected by providers and clinic staff
- ❑ Focus groups
- ❑ Advisory councils



How did I get your feedback for this presentation?

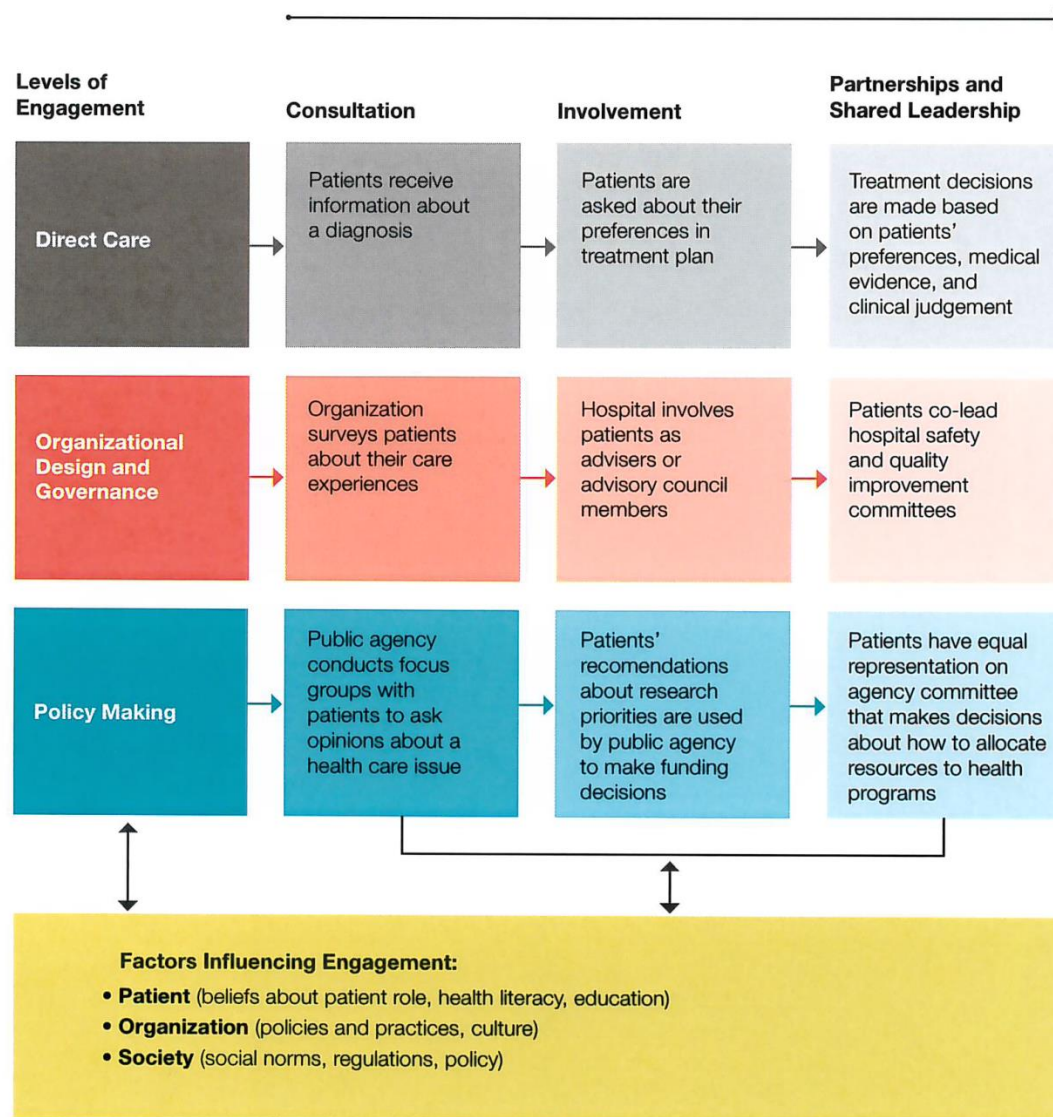
- OPCA board sets strategic goals included Pt Exp
- This summer we surveys all 33 clinics: 15 of you responded to this survey and 9 of those 15 said they were interested in a learning collaborative.
- Last week I called my Key Informant – someone who registered for this webinar and who I know.
- Based upon her feedback I sent a final set of questions to registered participants. 5 of 18 organizations responded

What do we do with the data?

- Data for accountability – surveys!
- Data for quality improvement – after the change
- Data for designing changes – before the change – THE RADICAL WAY

Engagement and Experience

CONTINUUM OF ENGAGEMENT



Satisfaction and Experience

- Is satisfaction a part of experience? Or experience a part of satisfaction?
- How are the emotional components of experience different from that of satisfaction?

“My experience of going to the clinic was great but my satisfaction with the visit was low.”

- Satisfaction is often based upon existing expectations.
- Experience helps you understand the patient’s journey not just the end result.



Staff Engagement and Patient Experience

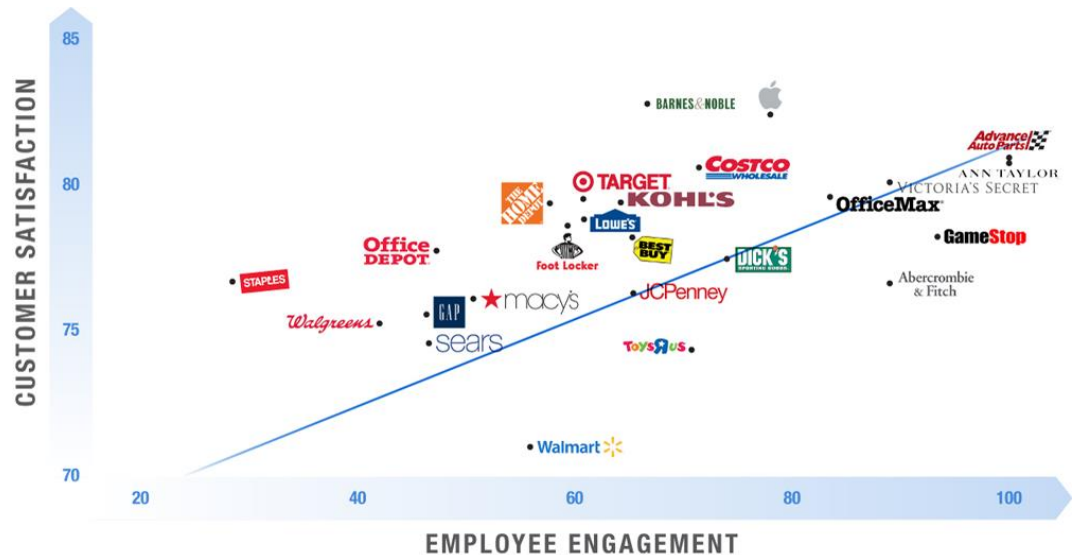
How do you think these concepts are related?



Staff Engagement and Patient Experience

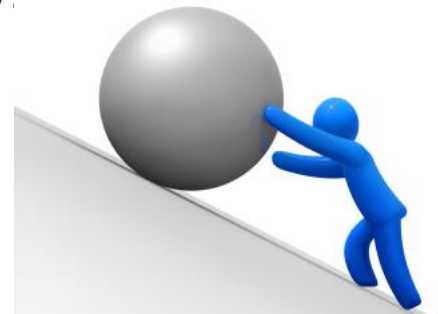
Gallup Q12 Survey 2012 Reports

Companies on the top quartile on engagement



Challenges in collecting and using experience information

- ❑ Low patient response
- ❑ It is a standard survey, so doesn't always get to the heart of the issue. The survey is directly following the visit, but we don't get the results until a month later.
- ❑ Access to CAHPS surveys conducted by a 3rd independent party.
- ❑ Patients not willing to complete survey.



What could be enhanced with this information?

- Follow up scheduling
- It is hard to say just one that would be improved, I can't think of any process that wouldn't be improved with patient feedback.
- provider timeliness/satisfaction with visit
- Creating a Patient Advisory Board



Radical Customer Orientation

Definition of Radical: relating to or affecting the fundamental nature of something; far-reaching or thorough.

- What would a radical approach to using the patient's experience look like for your clinic?



For next time

- Quality improvement or change projects: please pick one to use as your case study as we move through the next three learning sessions.



- Aim Statement: we will ask you to consider and create a statement of how patient experience data will enhance your project and/or the culture of patient-centered care at your clinic.

Future Webinar Topics

Wednesday, January 20th at 1pm:

- Best Practices in using the data and information you collect on Patient Experience.

Wednesday, February 17th at 1pm:

- Other ways, beyond surveys, to capture Patient Experience

Wednesday, March 16th at 1pm:

- Patient Advisory committees and how to implement and work with them effectively.

Resources

- <https://cahps.ahrq.gov/>
- <http://www.crossroadsgrp.com/index.html>
- <http://patientexperience.com/>
- [Patient Experience vs Satisfaction](#)
- [Patient Experience vs Engagement](#)

Thanks!

We appreciate you taking the time today to consider this aspect of patient-centered care.

For questions or comments please contact:

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