The Growing Focus on Patient Experience and Why it Matters
What is Patient Experience?

• Growing hospital priority
• No consensus on definition from hospital leaders
  – 34% → Patient-centered care
  – 29% → An orchestrated set of activities meaningfully customized for each patient
  – 23% → Providing excellent customer service
  – 14% → Creating a healing environment, consistent with what is measured in HCAHPS, or other
• IOM – Crossing the Quality Chasm:
  – Care that is respectful of and responsive to individual patient preferences, needs & values and ensures that patient values guide all clinical decisions
WHY DOES PATIENT EXPERIENCE MATTER?
• Patient Experience Correlates with:
  – AMI outcomes one month after discharge
  – AMI outcomes 12 months after discharge
  – Length of stay
  – Readmission rates for AMI, heart failure & pneumonia
  – Likelihood of patients following prescribed care regimens
  – Better blood sugar control
Increased Patient Loyalty

- Patients “vote with their feet”
- Clinical factors alone not enough for loyalty
  - 20% of decision based on clinical factors
  - 41% of decision based on non-clinical factors
- Volume linked to satisfaction
  - Patient satisfaction in 90th percentile = volume ↑ 33%
  - Patient satisfaction in 10th percentile = volume ↓ 17%
Better Financial Position

**Patient Satisfaction & Hospital Profitability**

<table>
<thead>
<tr>
<th>Profitability</th>
<th>Patient Satisfaction</th>
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<tbody>
<tr>
<td>Most Profitable</td>
<td>84.5</td>
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<tr>
<td>3</td>
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<tr>
<td>2</td>
<td>83.0</td>
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<tr>
<td>Least Profitable</td>
<td>82.0</td>
</tr>
<tr>
<td>1 Profitable</td>
<td>81.5</td>
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Decreased Malpractice Risk

Malpractice Rates and Patient Satisfaction

Lawsuit Rates

Physician Satisfaction Groups

Top: 17.5
Middle: 22
Bottom: 36.75

The leading advocate for Northeast Ohio hospitals.
VALUE-BASED PURCHASING AND PATIENT EXPERIENCE
What is VBP?

• Pay-for-performance initiative of CMS
  – Established by Affordable Care Act
  – Rewards hospitals for high quality care and positive patient experience

• Budget Neutral
  – Funded by reducing payments for all hospitals
  – Dollars redistributed to hospitals with the best performance on clinical quality & patient experience
  – Those with low performance receive no incentives
Incentive payments based on “total performance score”

Total performance score based on two domains
- Quality measures = 70%
- Patient Experience = 30%
Measuring Patient Experience

- Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS)
  - Survey that collects information on patient experience
  - Measures 9 domains of care
    - Nurse communication
    - Doctor communication
    - Cleanliness & quietness
    - Responsiveness of hospital staff
    - Pain management
    - Communication about medicines
    - Discharge information
    - Overall rating
WHAT ARE HOSPITALS DOING TO IMPROVE PATIENT EXPERIENCE?
Not All Strategies Are Equal

Percent Willing to Switch Hospitals Based on Non-Clinical Criteria

- Comfort of waiting rooms & other common areas: 52%
- Convenience & ease of accessing the facility: 52%
- An environment supportive of family & emotional needs: 55%
- Ease of understanding bill: 59%
- Simplicity of registration, access to medical records: 61%
- Value for the money - e.g., discounts: 62%
- Food and entertainment options in room: 63%
- Ease of scheduling appts & managing details related to visit: 64%
- Room appearance and furnishings: 66%
- Conducting scheduled appointments on time: 75%
- Keeping patients informed re: treatment during & after visit: 77%
Communication & Responsiveness of Staff

• Five Fundamentals of Communication, AIDET
• Technique that teaches care providers to use carefully chosen words at the right time to help patients understand what is happening & why

• Stands for:
  – Acknowledge (Hello Mr. Jones.)
  – Introduce – include your name & skill set
  – Duration – Give an accurate estimate of time
  – Explanation – Explain step by step what will happen
  – Thank – Thank the patient
Rounding

- Routine, proactive checks on patients
- Often hourly during the day, every two hours at night
- Increases patient perception of responsiveness
- Has been shown to:
  - Reduce call light use
  - Reduce falls
  - Eliminate pressure ulcers
  - Increase patient & staff satisfaction
Suggestions for Stakeholders

- Recognize the value of patient experience & adopt strategies to improve it
- Consider whether potential strategies are truly meaningful before pursuing them
- Ensure adequate educational resources are available to all staff. Each person that comes in contact with patients has the power to impact patient experience.
- Champion the cause of improved patient experience.