

PATIENT EXPERIENCE

Fundamentals and New Frontiers

The healing relationship between provider and patient is at the heart of outstanding patient experiences. As new technologies create new frontiers in the patient-provider relationship, creative thinking can help us find new ways to use digital tools to strengthen the fundamentals of patient experience.

PATIENT EXPERIENCE FUNDAMENTAL NO. 1

Ask, “What matters to you?”

and incorporate that question into your workflows.



Patients involved in a shared decision-making process are **MORE SATISFIED** with their decisions.¹

Question:

What matters to Ms. X?



Physician Nurse Physical therapist Discharge planning

How can your organization make “what matters” part of the electronic health record so that it can be shared across the care team and inform the care plan?

PATIENT EXPERIENCE FUNDAMENTAL NO. 2

Move beyond HCAHPS to truly

listen to the voice of the customer.

Bringing together multiple sources of patient feedback, both quantitative and qualitative, **paints a detailed and rounded picture of how your patients view the care you provide.**

This view can help your organization identify and prioritize actions that will actually **improve outcomes and patient perceptions.**



Social media comments

Pulse surveys

Net Promoter Score™

HCAHPS

Online reviews

PFAC input

Feedback from rounding

Health care organizations with voice-of-customer programs that go beyond HCAHPS are **MORE LIKELY TO DRIVE POSITIVE RESULTS IN:**

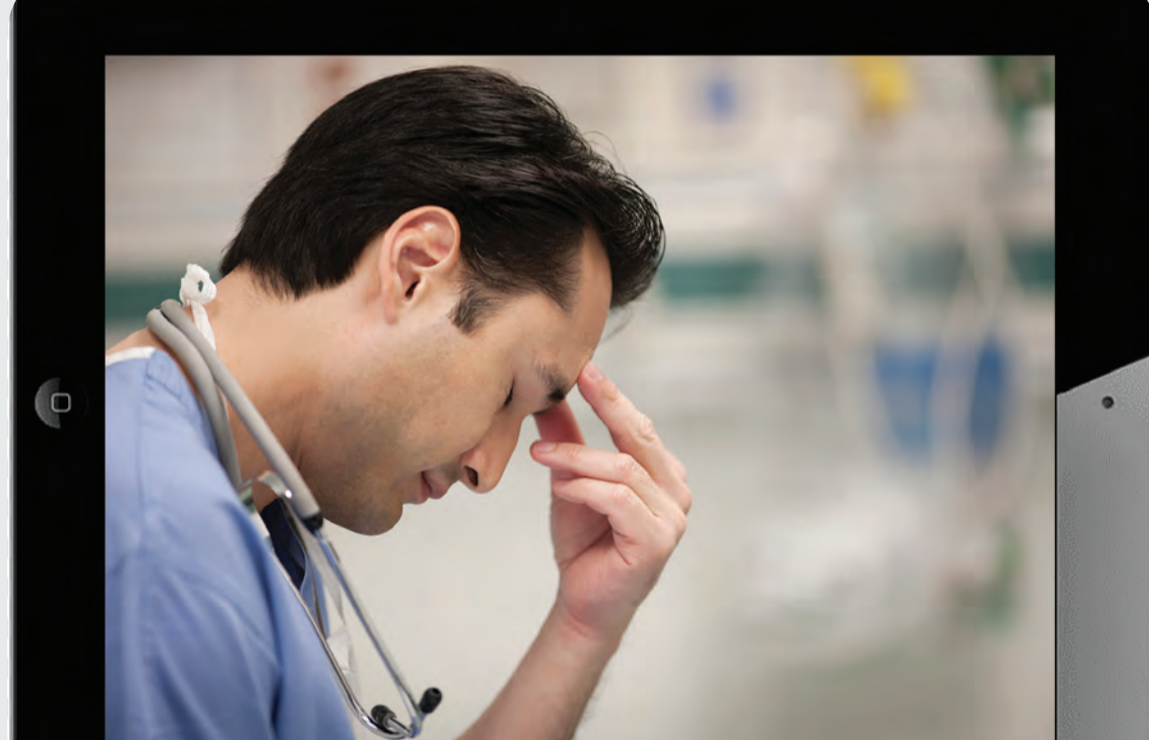
- ✓ Consumer loyalty
- ✓ Community reputation
- ✓ Customer service
- ✓ Clinical outcomes
- ✓ Staff engagement and retention
- ✓ New customer attraction²

What would it take for your organization to create a patient experience dashboard

that brings together relevant datasets for systematic review and drill-down by leaders and other stakeholders?

SO LET’S CONNECT THE DOTS:

- Our HCAHPS scores for responsiveness are trending down.
- We got several comments on social media about nurses seeming harried and taking a long time to respond to call lights.
- Our staff is saying on the pulse survey that they are frustrated by how long it takes to find the supplies they need.



PATIENT EXPERIENCE FUNDAMENTAL NO. 3

Take care of the people

who take care of people.

Leaders who focus on listening to their care teams, such as by implementing a regular cadence of leader rounding, **can assess and address local drivers of frustration that get in the way of team members engaging with their patients.**



Increases in **STAFF ENGAGEMENT** are **CORRELATED WITH** increases in **PATIENT SATISFACTION.**³

What would it take to develop or acquire an **electronic tool** for leader rounding, accessible using a computer, tablet or smartphone?

The tool could **include a template to guide the rounding encounter and collect data** to identify trends and real-time opportunities at the unit, department, or organization level.



The patient voice and the new frontier.

Health care is experiencing a consumer revolution, with new consumer-facing technologies transforming the competitive landscape.

To optimize consumer-facing technologies, it’s best to look to another patient experience fundamental—involve patients and families at every stage of the process.

User-centered design encourages frequent testing of basic prototypes with patients and families to create a continuous feedback loop.



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How Relias supports your staff, throughout the clinician lifecycle

For clinical staff to grow in their expertise in partnering with patients and in supporting outstanding patient experiences, **they must be engaged in sustained professional development, including both technical competencies and communication and teamwork skills.** Relias offers a suite of products to support the development of your staff at all stages of the clinician lifecycle.

WANT TO LEARN MORE ABOUT THE FUTURE OF PATIENT EXPERIENCE?

Our white paper provides more-detailed ideas about how to ask the right questions and take action based on the answers you get. Innovative actions can move patient experience forward.

[DOWNLOAD WHITE PAPER](#)

¹Stacey, D., Legare, F., Lewis, K., Barry, M.J., Bennett, C.L., Eden, K.B., Holmes-Rovner, M., Llewellyn-Thomas, H., Lyddiatt, A., Thomson, R., & Trevana, L. (2017). Decision aids for people facing health treatment or screening decisions. The Cochrane Database of Systematic Reviews, 4, CD001431. doi: 10.1002/14651858.CD001431.pub5

²Service Management Group & The Beryl Institute (2019). 3 patient experience questions answered. <https://www.smg.com/resources/detail/3-patient-experience-questions-answered>

³Partnership for Public Service and Boston Consulting Group (2019). A prescription for better performance: Engaging employees at VA medical centers. https://fourpublicservice.org/wp-content/uploads/2019/03/BPTW18_VA-issue-brief.pdf