Improving the Patient Experience of Care in Your Practice

1:15-2:00 pm October 3, 2014

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Agenda

• Overview of patient experience
  – What, why, how
• Combining quantitative and qualitative data to inform improvement
• Practical ideas of how to get and respond to patient experience data
WHAT...
Definitions...

• Patient Satisfaction: A measurement of how the member “liked the experience”.
• Patient Experience: A measurement of what the “experience was like”
Is there a difference?

• Example:
  – How satisfied were you with your visit? (1 being not satisfied at all and 5 being very satisfied)
    • Response: 5
  – Tell us about the experience of accessing the centering classes.
    • “I have had some health problems the past couple of years and was nervous about the visit and was really pleased to get a clean bill of health. I did have to wait to see my doctor for well over an hour and the waiting room was crowded with some pretty sick people but I guess that is the price you have to pay!”
Is there a difference?

- If we hadn’t dug deeper into the experience, we could have been content with the 5 and known nothing about the problems with access and physical comfort. (wait times. crowded waiting area)
Eight Dimensions of Patient-Centered Care

- Access
- Respect for patients' values, preferences, and expressed needs
- Coordination and integration of care
- Information and education
- Physical comfort
- Emotional support and alleviation of fear and anxiety
- Care of family and friends
- Continuity and transition

Based on years of research by the Picker Institute and Harvard Medical School, thousands of interviews, and the experiences of caregivers and patients. - See more at: http://www.nationalresearch.com/products-and-solutions/patient-and-family-experience/eight-dimensions-of-patient-centered-care/#sthash.mWgFzXbE.dpuf
WHY...
Why?

- It’s the right thing to do for patients
- Publicly reported
- Being looked at by consumers
- Being looked at by employers
- Being looked at by payers
- Impacting payments

“Every life deserves world class care.”

» Cleveland Clinic
Prominent Forces

• Key objectives for the 17 Aligning Forces for Quality communities and the 24 Chartered Value Exchanges
• New provisions of the Patient Protection and Affordable Care Act of 2010
• NCQA PCMH encouraged to use CAHPS
• ABM MOC requires Boards to include items from CAHPS survey
• Health Plans (e.g., BC/BS of Mass, HealthPlus of Michigan) using patient experience scores into provide pay for performance incentives

And the research says...

- Between 30-80% of patients' **expectations** are not met in routine primary care visits
- Providers often give patients less than 30 seconds to express their **concerns**
- Providers tend not to involve patients in **decision** making and, in general, rarely express empathy
- Patients **forget** ≥50% of providers’ recommendations
- **Differences** in agendas and expectations are often not reconciled

Source: Epstein et al.
And the research says...

- 1984, Beckman and Frankel
  - Patients interrupted after 18 seconds

- 1999, Marvel (used Beckman methodology)
  - Patients interrupted after 23 seconds

- 2001, Rhoades
  - Patients interrupted after 12 seconds

- 2002, Langewitz
  - 78% of complete story in ≤2 minutes if uninterrupted

- 2005, Dyche (used Beckman methodology)
  - Patients interrupted after 16.5 seconds

- 2013, Solvoll
  - Patients also interrupted by physician’s mobile devices!
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“Nobody cares how much you know, until they know how much you care.”

--Theodore Roosevelt
How?

Composites

Getting timely appointments, care, and information

How well providers (doctors) communicate with patients

Helpful, courteous, and respectful office staff

Attention to your mental or emotional health

Talking with you about taking care of your own health

Talking about medication decisions

Patients' rating of the provider

Other Individual Items

Days you had to wait for an appointment for urgent care

Got information about what to do if you needed care on evenings, weekends, or holidays

Got needed care on evenings, weekends, or holidays

Received reminders between visits

Providers office followed up to give you results of blood test, x-ray, or other test

Provider seemed informed and up-to-date about care you got from specialists

Provider talked with you about all prescriptions

“Getting timely appointments, care and information.”

• % of patients responding with the best possible answer:

<table>
<thead>
<tr>
<th>Practice</th>
<th>n</th>
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<tbody>
<tr>
<td>Practice A</td>
<td>234</td>
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<tr>
<td>Practice B</td>
<td>58</td>
<td>53.3%</td>
</tr>
<tr>
<td>Practice C</td>
<td>188</td>
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<td>48.7%</td>
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<tr>
<td>Practice F</td>
<td>247</td>
<td>47.5%</td>
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</tbody>
</table>
Debrief

• Usefulness of the number?
• Usefulness of the words?
• Usefulness of both?
How are practices getting the patient’s “story”? 

- Things heard during patient visits 
- A specific question you will ask every patient for one day or a few patients 
- Adding on a question like, “is there anything you would like to tell us about that we didn’t ask?” to existing surveys 
- Focus groups 
- Patient advisors and/or advisory groups 
- Other ideas?
Practical Ways to Use the Data and to Improve the Patient Experience

• Post the results where people can see them
• Celebrate
• Ask questions and LISTEN to patients at every opportunity
• Observations
• Embed language into conversations with patients (scripting)
• Always behaviors
• Standardized processes
• Suggestion Box
Teach Back, Show Back, Inquiry

• 40-80% of the medical information patients receive is forgotten immediately.

Teach Back or Show Back

• “I want to be sure that I explained your medication correctly. Can you tell me how you are going to take this medicine?”
Teach Back or Show Back

• “I want to be sure that I explained your medication correctly. Can you tell me how you are going to take this medicine?”
• “Can you show me how you will keep track of your medications when you get home?”
Teach Back or Show Back

• “We covered a lot today about your INR, and I want to make sure that I explained things clearly. So let’s review what we discussed. What are three foods you will want to be careful of when taking warfarin?”
What Could You Do by Next Week?
Why?

- Because it’s the right thing to do.

- Every life deserves world class care.
  - Cleveland Clinic

  - [http://www.youtube.com/watch?v=Wl2_knlv_xw](http://www.youtube.com/watch?v=Wl2_knlv_xw)
Thank You!

Attention
Work
Care