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Meet the Presenter…

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On the topic:

Understanding the Current State of a Patient-Oriented Experience
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Understanding the Current State of a Patient-Oriented Experience

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Agenda for Today’s Webinar

- Discuss the impact of the Patient Experience on the bottom line
- Explain the importance of the Physician Compare website and Health Grade and the impact on your practice
- Discuss essential behaviors to improve the patients experience in your practice
- Discuss the link between Patient Experience, clinical safety and effectiveness
Enhancing Patient Experience
Does NOT Begin with Patients!

It begins with.....

Why does patient experience matter?

The Bottom Line

- The cost of poor customers is high
  - $83 billion Estimated annual loss to U.S. businesses due to poor customer service
- It has been shown that satisfied patients led to higher profitability. 
  (J.D Power, 2008)
Marketing Perspective

▶ An average dissatisfied patient tells 25 others about the negative experience.
▶ For every patient who complains, 20 other dissatisfied patients don’t complain
▶ Of those dissatisfied patients who don’t complain, 10 percent will return while 90 percent won’t.
▶ It costs 10 times more to attract new customers than it does to retain current ones.
▶ If were not focusing on the experience we are potentially driving patients away.

Zimowski, HFMA Journal 2004  Rubin, et. al JAMA 270

Social Media

healthgrades
How America finds a doctor.

Medicare.gov | Physician Compare
The Official U.S. Government Site for Medicare

They Said WHAT about me ??!
Healthgrades

- 84% of consumers check patient reviews before choosing a doctor.  
- Healthgrades receives over 1 million visits each day 
- In 2014 88% of consumers said they trusted online reviews 
- Patient satisfaction survey  
  - Star Ratings 
  - Patient Comments

Physician Compare Website

- CMS created the Physician Compare website, December 2010
- Physician Compare serves two purposes  
  - Provided information to help consumers make an informed decision
  - Create clear incentives for physicians to perform well
- Information available on Physician Compare  
  - Practice demographics (name, address, phone numbers, clinical training, etc.)
  - Languages spoken other than English 
  - Hospitals affiliations 
  - Participation in quality activities (performance information, use of EMR, PQRS, etc.)
- https://www.medicare.gov/physiciancompare/
Essential Behaviors to Improve the Patients Experience

- A world class place must be created for employees to work, patients to receive exceptional care and physicians to practice medicine
- Develop service standards and hold staff accountable
  - Show staff what right looks like and be the mirror image of your practice service standards
- Professionalisms of the staff reflects the competence of the practice
- Chief 1st Impression Officers - Front Desk Personnel
  - Should be staff with your most friendliest employees
  - Use the 15/10 rule: Make eye contact within 15 ft., greet the patient at 10 ft.
  - Always thank the patients for visiting
  - Try to answer questions in a affirmative way
  - Always explain in a way the patient can understand….slow down!

Essential Behaviors to Improve the Patients Experience

- Invest in customer service and communications training for staff
- Encourage patients to fill out surveys and discuss with staff on a regular basis
- Keep personal conversations quiet; patients are concerned about their specific issues
- Inspect what you expect - leaders should be rounding to evaluate performance and identify opportunities for improvement
- Evaluate all signs, clothing, etc.
- Speak positive about the practice, no complaining round patients, no negative comments
  - Any negative comments about other team members reflect poorly on the whole practice
Patient Experience, clinical safety and effectiveness

- There is a direct correlation between the patient experience and patient outcomes.
- Recent studies focusing on the importance of patient experience have demonstrated favorable financial impact on organization margins.
- Happy patients are more compliant and the more complaint the better the outcome.
- Some evidence to suggest that patients can be used as partners in identifying poor and unsafe practice and help enhance effectiveness and safety.
- Focusing on patient experience is no longer a nicety, it is a necessity.

References