Patient Satisfaction Through Teamwork & Collaboration

Presented by:
Jeff Johnson & Kathyne Rouse

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   Sales & Client Services

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Providence Health & Services
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Providence Health & Services
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St. Joseph Health
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St. Joseph Health
Southern California (Orange and San Bernardino Counties) including Hoag and St. Joseph Heritage Healthcare

St. Joseph Health
West Texas/Eastern New Mexico, including Covenant Health and Covenant Medical Group FirstCare Health Plans
To Better Understand Patient Satisfaction…Let’s Start With:

of HealthCare
“Billy and I are playing doctor. So far, I’ve kept him waiting three hours.”
Patient Satisfaction Through Teamwork & Collaboration
TODAY’S OBJECTIVES

1. EXAMINE WHAT REAL PATIENT SATISFACTION IS
2. Identify the 8 steps that help perfect patient satisfaction
3. DEFINE TEAMWORK & COLLABORATION
4. Examine how and when to use both to create the best patient experience
5. LEARN WHILE HAVING SOME FUN!
Question...
What is Patient Satisfaction?
Patient satisfaction is an important and commonly used indicator for measuring the quality in health care. Patient satisfaction affects clinical outcomes, patient retention, and medical malpractice claims. It affects the timely, efficient, and patient-centered delivery of quality health care.

“Patient satisfaction is a measure of the extent to which a patient is content with the health care which they received from their health care provider.”
Some Important Patient Satisfaction Facts:

- **The Love Factor:**
  - ALWAYS is impossible, but if Patients love you, they’ll cut you some slack.

- **The Power of the Halo Effect:**
  - The Halo Effect is the tendency of humans – including patients and their loved ones – to cut you slack when they have a generally positive impression of you.
  - How a positive experience with you will spread in their minds to areas, where literally speaking, your institution may not be 100% up to snuff.
Providence Application...

Hear
Empathize
Apologize
Respond
Take Action
## Scale of Importance for Patient Satisfaction

<table>
<thead>
<tr>
<th>Most Important</th>
<th>Less Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff cared</td>
<td>Wait time before doctor</td>
</tr>
<tr>
<td>Doctor concern for comfort</td>
<td>Nurse courtesy</td>
</tr>
<tr>
<td>Doctor explained</td>
<td>Nurse concern for privacy</td>
</tr>
<tr>
<td>Information to care for self at home</td>
<td>Staff permitted family and friends to be with patient</td>
</tr>
<tr>
<td>Doctor kept patient informed</td>
<td>Cleanliness</td>
</tr>
<tr>
<td>Nurse kept patient informed</td>
<td>Helpfulness of first person asking about condition</td>
</tr>
<tr>
<td>Information about delays</td>
<td>Wait time for radiology</td>
</tr>
<tr>
<td>Family and friends kept informed</td>
<td>Comfort during blood draw</td>
</tr>
<tr>
<td>Nurses attention to needs</td>
<td>Wait time before treatment area</td>
</tr>
<tr>
<td>Doctor listened</td>
<td>Comfort during radiology</td>
</tr>
<tr>
<td>Pain control</td>
<td>Personal insurance privacy</td>
</tr>
<tr>
<td>Doctor courtesy</td>
<td>Radiology staff courtesy</td>
</tr>
<tr>
<td>Respect for privacy</td>
<td>Waiting area comfort</td>
</tr>
<tr>
<td>Nurses listened</td>
<td>Ease to provide insurance</td>
</tr>
<tr>
<td>Courtesy to family and friends</td>
<td>Courtesy taking insurance</td>
</tr>
<tr>
<td></td>
<td>Wait time of staff notice</td>
</tr>
</tbody>
</table>
Benefits of Patient Satisfaction to Your Organization

**Patient Satisfaction Benefits:**

1. Greater Profitability
2. Improved Patient Retention and Patient Loyalty
3. Increased Patient Referrals
4. Improved Compliance
5. Improved Productivity
6. Better Staff Morale
An Example of What to Avoid When Providing the Perfect Patient Experience
Providence Application...
Artificial Intelligence Helping to Drive Patient Satisfaction

$39.00
They Key is That We Must Be Present to Drive Patient Satisfaction

“A leader knows the magic is with the people he/she serves.”

~Walt Disney
What does ‘Be Present’ Mean?
An Example of Being Present
Remember... It is about ‘REINFORCEMENT’ and not ‘enforcement’
Important ‘Being Present’ Story...
Question...

What is excellent Patient Satisfaction in healthcare?
Question...

What do you feel is stopping you from delivering excellent Patient Satisfaction today?
Time for an Activity
“The Challenge of Providing an Excellent Patient Satisfaction Experience”
Conclusion

• Patient Satisfaction is critical to an organization’s success.
• We know what it is, how to provide it and what is impeding us.
• So, let’s discuss steps we can take to perfect the patient experience.
A Possible Solution to Ensure Everyone Stays Focused on a Positive Patient Experience
Examining the ‘ME’ Factor

Instead of corporate coercion, let’s focus on steps each one of us can take to consistently create patient satisfaction.
8 Steps to Perfect Patient Satisfaction

1. If you want to stem patient dissatisfaction, stop giving off cues of indifference and uncaring.
2. Strive actively to experience your care the way that your patients do.
3. Think about purpose, not just functions.
4. “Sorry” may be the hardest word, but it’s a word that everyone on the team needs to learn.
5. Understand and share with team members – how to handle a patient or family member’s complaint or concern.
6. If you want to improve, strive to create a blame-free environment…WE NOT ME TEAM.
7. Understand that improving patient satisfaction is about systems just as much as it is about smiles.
8. Benchmark outside healthcare.
1. Stop Giving off Cues of Indifference and Uncaring

**Warning:** Human Nature is to see the same tasks as unimportant. This can lead to people approaching important situations without urgency. The result is often the appearance of an uncaring environment.
An Example of Indifference and Uncaring Service
In this Step Don’t Underestimate Your Own Power to Influence
A Personal Example
An Interesting Seminar
“When we move out of ourselves and into the other person’s experience, seeing the world with that person, as if we were that person, we are practicing empathy.”

Arthur Ciaramicoli & Katherine Ketcham
Define Empathy

em·pa·thy
ˈempəTHē/
noun
1. the ability to understand and share the feelings of another.
2. the ability to step into the shoes of another person, aiming to understand their feelings and perspective.
Empathy = Great Patient Satisfaction

• Reminder:
  – The Steps of Real Validation
    • 1st: Listen to the WORDS being expressed
    • 2nd: Listen to the NEEDS being expressed
    • 3rd: Listen to the EMOTIONS being expressed.
    • 4th: Put yourself in their shoes.
Think About Purpose, Not Just Functions

“He who has a why to live for can bear almost any how.”

~ Friedrich Nietzsche~
An Example of Function over Purpose
Things that Help Avoid Function Over Purpose

1. Believe in What You Do
2. Ensure Your Personal Goals Align with What You Need to Accomplish
4. Keep a Visual of Your Purpose within Site
5. Take 3 Deep Breaths before a Patient Encounter to Refocus
6. Treat Each Patient Encounter as an Unique and Exciting Moment in Time
“Sorry” is a Word that Everyone on the Team Needs to Learn.

“An apology cannot undo what has been done, but it can help ease the pain and tension of the aftermath. It gives hope for rebuilding, and puts value on the relationship rather than the individual’s pride.”

~ Kelsey Frizzell, The Power of Apologizing~
Evaluating a Genuine “Sorry”

Saying ‘Sorry’:  
– The Initial Step:  
  • Unfortunately, just saying sorry has become a ‘Get-out-of-jail’ phrase in the 20th century.  
  • It’s more like saying, “I hear you.”  
  • Can come off ’superficial’ or ‘phony’ if not backed with action.
Evaluating a Genuine “Sorry”

Feeling Remorse:
– The Second Step:
  • This shows the other person that you feel sorry.
  • This is the genuine ‘Being Sorry’ moment.
  • Happens as a result of acknowledging our responsibility and opening ourselves up.
Evaluating a Genuine “Sorry”

Re-Creation:
– The Third Step:
  • This is a real ‘Be Present’ moment.
  • Requires making room for all of the emotions, points of view another.
  • Happens as a result of us getting out of the way and letting others take ‘center stage’.
What just saying ‘Sorry’ and Feeling Remorse looks like…
Understand and Share – How to Handle a Patient’s Complaint or Concern.

So you mean to tell me a stress ball isn't for throwing at people who stress you out?
Providence Application...
The Power of Sharing!
Top 5 Reasons People Don’t Share Information

1. People Believe Knowledge is Power
   - “If I know something you don’t, I have power over you.”

2. People are insecure about the value of their knowledge
   - "I feel that people tend to underestimate life experience, that intellect has been so over praised, and for some people without a formal education, that it is hard for them to believe that they can add value in a very different way."

3. People don’t trust each other.

4. Employees are afraid of negative consequences

5. People work for other people who don’t share their knowledge (becomes a cultural thing).
Step 6
Strive to Create a Blame-Free Environment…A WE NOT ME TEAM.

“It’s amazing what can be accomplished when nobody cares who gets the credit.”

~ Unknown ~
A ‘WE’ Lesson from the Men’s Four-Mile Relay Collegiate Record of 2009
The 2009 Record Breaking Team

Freshman – Mathew Centrowitz

Junior – Andrew Wheating

Senior – Shadrack Biwott

Senior – Galen Rupp
2009 Record History

• Oregon team was favored to win.
• Centrowitz opened with a 3:59.53 and created a buzz among the fans.
• Wheating followed, running a 3:59.60 and the team and the fans realized that they could be witnessing a record-breaking run.
• Biwott (full of adrenaline) went out too fast and took the team out of history contention with a run of 4:05.21.
• Then the baton was handed to Galen Rupp…
2009 Record History

• Galen Rupp turned in a 3:58.93 mile run allowing the team to finish at 16:03.24, which was enough to break the previous collegiate record set by Michigan of 16:04.54

“I realized if WE were going to break the record, I had to run the run of my life.”

~ Galen Rupp, 2009
2009 Record History
(Personal Leadership Lesson)

It was the first year that the university allowed spectators down on the field (cheering the runners on all around the track).
‘WE’ Defined

we
/wē/

Pronoun
Used by a speaker to refer to himself or herself and one or more other people considered together: "shall we have a drink?". Used to refer to the speaker together with other people regarded in the same category: "we teachers".
On high performance teams, everyone accepts complete responsibility for the group’s successes and failures.
Example of ‘WE’ in Action...
Steps that Produce ‘WE’

1. ACCEPT SUCCESS AND FAILURE AS A TEAM
2. SUFFER EQUALLY
3. YOUR PROBLEMS = MY PROBLEMS
4. DON’T COMPARE, COMPETE OR CRITICIZE
5. ALWAYS SEEK SYNERGY
Understand that improving patient satisfaction is about systems just as much as it is about smiles.

“A smile is the universal welcome.”

~ Max Eastman ~
Providence Application…

Acknowledge

- Use the 10/5 Rule
  - If you are within 10 feet of a guest, smile, nod or acknowledge them using positive body language.
  - If you are within 5 feet of a guest, greet the guest by saying; “Hello.”, “Good Morning”, “Good Evening” et
Interesting ‘Smile’ Facts

- Smiling changes our brains through a powerful feedback loop.
  - “Smiling stimulates our brain’s reward mechanisms in a way that even chocolate, a well-regarded pleasure-inducer, cannot match.”
- It reduces stress in the body by blocking stress induced hormones
- Mimicking is key to our ability to know a real from fake smile
- Children smile 400 times a day, the average adult smiles 17-20 times a day.
- Genuine Smiling can be learnt.
The Difference Between Genuine and Fake Smiling
The Power of Genuine Smiling in Action...
Benchmark Outside Healthcare.

“To grow, companies need to break out of vicious cycles of competitive benchmarking and imitation.”

~ W. Chan Kim, Stop Copying a Rival~
A Cross-Industry Benchmarking Success Story
What Elements of Customer Service Have You Experienced Elsewhere that Can Be Adapted to Provide a Superior Patient Experience?
Remember…to Really Improve the Patient Experience We May Need To:
And finally...
Two Internal Elements That Drive the Positive Patient Experience
Teamwork Defined

team-work
'tēmˌwərk/
noun
the combined action of a group of people, especially when effective and efficient.
Collaboration Defined

col·lab·o·ra·tion  
kəˈlabəˈrāSH(ə)n/  
noun  
1. the action of working with someone to produce or create something.  
2. traitorous cooperation with an enemy.
What’s the Difference Between Teamwork and Collaboration?
Time for An Activity
An Example of Poor Teamwork
An Example of Excellent Collaboration
In Conclusion…

1. Each individual is the main FACTOR to a positive Patient Experience.
2. Remember the 8 Steps that help perfect Patient Satisfaction
3. Teamwork and Collaboration are both essential to ensure that superior Patient Satisfaction is realized.
Content Acknowledgement:

• Roy F. Baumeister – Psychologist
• Carol Tuttle – “Energy Sharing”

Videos:

• https://www.youtube.com/watch?v=OaZnCu1hc0I
• https://www.youtube.com/watch?v=YO7ISoOCT1Q
• https://www.youtube.com/watch?v=6dm-d0qxySI
• https://www.youtube.com/watch?v=1qzzYrCTKuk
• https://www.youtube.com/watch?v=-SS0HHbFOrM
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