Engaging Patients With Effective Communication

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Organizational Development Consultant
Lehigh Valley Health Network
On Today’s Program:

- Background / Current State / Goals
- Challenges
- Use of Technology
- Observations
- Survey results
- Lessons learned
Background / Current State

- New survey – July 2011 – new questions
- Degree to which you were informed about delays +
- Wait time =
- Scores
Our Goals

- Determine how well we were engaging our patients with effective communication
- Compare our data to Press Ganey
Let’s Go to the Source

We asked patients how well did we the following:

- Make it easy to contact our office
- Show concern for you
- Treat you in a friendly and courteous way
- Keep you informed of any delays
- Explain things in terms you understand

Score: 1 – 5 Likert scale
Challenges…

- Time
- Perception
- Feedback
- Trust
- Technology
- Consistency
- Teamwork
- Geography
...and Solutions

- Network IDs worn
- Explanation of program purpose
- Transparency with practice staff
- Authenticity with patients and families
- Role-play/practice/coach
- Appreciation for time
- Enhance, not detract from experience
... and CG-CAHPS is coming

- Different questions measuring different things
  - PG: perceptual
  - CAHPS: behavioral

- Different measures
  - PG: 1 (Very Poor) through 5 (Very Good)
  - CAHPS: Never, Sometimes, Usually, Always
Technology

- iPad
  - Convenient
  - Most of our physician practices are Wi-Fi equipped
  - Patient friendly
  - Portable
  - Web-based data collection
Back Up Plan: Old School

Patient Experience Survey

Please help us improve our level of care by completing this brief survey. All of your information is confidential and will be used for Lehigh Valley Health Network quality care improvement only.

1. Are you the PATIENT today?
   - YES
   - NO

2. What type of medical practice is this?
   - PRIMARY CARE PRACTICE (Family, Pediatric, Internal Med, or OB/GYN)
   - SPECIALTY PRACTICE (All others)

Please tell us how we're doing in the following areas:

1. Making it easy to contact our office.
   - Very Poor
   - Poor
   - Fair
   - Good
   - Very Good

2. Showing concern for you.
   - Very Poor
   - Poor
   - Fair
   - Good
   - Very Good

3. Treating you in a friendly and courteous way.
   - Very Poor
   - Poor
   - Fair
   - Good
   - Very Good

   - Very Poor
   - Poor
   - Fair
   - Good
   - Very Good

5. Explaining things in terms you understand.
   - Very Poor
   - Poor
   - Fair
   - Good
   - Very Good

Thank you very much for taking the time to share your feedback with us!

Encuesta sobre la Experiencia del Paciente

Por favor ayúdenos a mejorar nuestro nivel de atención al completar esta breve encuesta. Toda su información es confidencial y será usada solo por Lehigh Valley Health Network para mejorar la calidad de atención.

1. ¿Es usted el PACIENTE hoy?
   - SI
   - NO

2. ¿Qué tipo de práctica médica es este?
   - PRACTICA DE ATENCION PRIMARIA (Familiar, Pediatric, Medicina Interna, OB/GYN)
   - PRACTICA DE ALGUNA ESPECIALIDAD (Todos los otros)

Por favor déjenos saber como estamos haciendo en las siguientes áreas:

1. Haciendo que sea fácil en contactarnos con nuestra oficina.
   - Muy pobre
   - Pobre
   - Justo
   - Bueno
   - Muy Bueno

2. Enseñando preocupación por usted.
   - Muy pobre
   - Pobre
   - Justo
   - Bueno
   - Muy Bueno

3. Tratándole en forma amable y cortés.
   - Muy pobre
   - Pobre
   - Justo
   - Bueno
   - Muy Bueno

4. Manteniéndome informado por cualquier demora.
   - Muy pobre
   - Pobre
   - Justo
   - Bueno
   - Muy Bueno

5. Explicando las cosas en términos que usted entienda.
   - Muy pobre
   - Pobre
   - Justo
   - Bueno
   - Muy Bueno

¡Muchas Gracias por tomarse el tiempo de compartir su opinión con nosotros!
Positive Efforts / Experiments

- Visiting 60 practices, we saw many great things taking place
- Speaking with 1,125 patients / family members, we heard many great things about the patient experience
It's not about luck, it's about our passion to care for you!

Have we answered all your questions and concerns today? Thank you.
In order to better meet the needs of our patients...

Please inform our front desk staff if you have not been taken to an exam room within 15 minutes of your scheduled appointment time.

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Thursday March 1st

Doctors In:
- Dr. Long - On Time
- Dr. Jibilian - On Time
Survey Says:

- High-level survey results showed patients scored us up to 4.7 points **higher** when compared to Press Ganey scores during the same 6-month comparison period.
- Specialty practices scored **higher** in every question when compared to Primary Care.
Patient Breakdown

Overall Patient Breakdown

- Patient: 84%
- Non-Patient: 16%
Individual Question Results:

Figure 1. Making it Easy to Contact Our Office

<table>
<thead>
<tr>
<th>Category</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>88.8</td>
</tr>
<tr>
<td>Family Care</td>
<td>87.7</td>
</tr>
<tr>
<td>Specialty</td>
<td>89.0</td>
</tr>
</tbody>
</table>
Individual Question Results:

Figure 2. Showing concern for you

- All Respondents: 91.0
- Family Care: 90.5
- Specialty: 93.0
Individual Question Results:

Figure 3. Treating you in a friendly and courteous way

- All Respondents: 95.3
- Family Care: 94.3
- Specialty: 96.2
Individual Question Results:

Figure 4. Keeping you informed of any delays

- All Respondents: 87.0
- Family Care: 86.1
- Specialty: 90.3
Individual Question Results:

Figure 5. Explaining things in terms you understand

<table>
<thead>
<tr>
<th>Category</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>94.4</td>
</tr>
<tr>
<td>Family Care</td>
<td>94.2</td>
</tr>
<tr>
<td>Specialty</td>
<td>95.5</td>
</tr>
</tbody>
</table>
# Data Analysis / Question Mapping

<table>
<thead>
<tr>
<th>Grant Survey Question</th>
<th>Press Ganey Survey Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making it easy to contact our office</td>
<td>Ease of getting through to the clinic on the phone</td>
</tr>
<tr>
<td>Showing concern for you</td>
<td>Concern the nurse/assistant showed for your problem</td>
</tr>
<tr>
<td>Treating you in a friendly and courteous way</td>
<td>Courtesy of staff in the registration area</td>
</tr>
<tr>
<td>Keeping you informed of any delays</td>
<td>Degree to which you were informed about any delays</td>
</tr>
<tr>
<td>Explaining things in terms you understand</td>
<td>Degree to which care provider talked with you using</td>
</tr>
</tbody>
</table>
Compared to Press Ganey

Figure 6. Making it easy to contact our office

- Grant Survey: 88.0
- Press Ganey: 84.8

+3.2 Difference
Compared to Press Ganey

Figure 7. Showing concern for you

- Grant Survey: 91.0
- Press Ganey: 91.6
- .06 Difference
Compared to Press Ganey

Figure 8. Treating you in a friendly and courteous way

- Grant Survey: 95.3
- Press Ganey: 92.1

+3.2 Difference
Compared to Press Ganey

Figure 9. Keeping you informed of any delays

<table>
<thead>
<tr>
<th>MEAN SCORE</th>
<th>Grant Survey</th>
<th>Press Ganey</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>87.0</td>
<td>82.3</td>
</tr>
</tbody>
</table>

+4.7 Difference
Compared to Press Ganey

Figure 10. Explaining things in terms you understand

<table>
<thead>
<tr>
<th>MEAN SCORE</th>
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<th>Press Ganey</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>94.4</td>
<td>94.4</td>
</tr>
</tbody>
</table>

0 Difference
Lessons Learned

- Trust yourself
- Go to where the patients are
- Approach from the positive
- It’s OK to set an audacious goal… and then exceed it
In Summary:

- Sites visited: 60
- Surveys done: 1125
- Months: 5 ½
- Talking to patients face-to-face: PRICELESS
Questions?

THANK YOU!

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