

The Patient Experience: 3 Components



How is the patient experience (satisfaction, loyalty, and perception) measured?

The use of the Hospital Consumer Assessment of Health Providers and Systems (HCAHPS) Survey

HCAHPS Question Categories		Always
<ul style="list-style-type: none"> • Nurse respect/listen/explain • Physician respect/listen/explain • Call button • Bathroom help • Pain control/help with pain effects • Medicine explanation/side effects 	<ul style="list-style-type: none"> • Cleanliness • Quiet • Safety • Help after discharge • Symptoms to monitor • Discharge Instructions 	Usually
		Sometimes
		Never

PATIENT EXPERIENCE MEASUREMENT AND GOALS

Hospital Consumer Assessment of Health Providers and Systems (HCAHPS)

HCAHPS: Center for Medicare and Medicaid Services has set a high-level goal to achieve an average score of **80** across all eight HCAHPS dimensions.

Patient loyalty: Net Promoter Score (NPS): We measure customer loyalty through a Net Promoter Score® (NPS), which is based on a telephone survey that asks patients to rate how likely they are to recommend our hospital on a scale of 0 to 10.

Rank of “behaviors patients want to experience”

1. Treat them with dignity and respect
2. Listen carefully to their health concerns
3. Be easy to talk to (approachable)
4. Take concerns seriously
5. Be willing to spend enough time with them
6. Truly care about their health

How do we meet the patients’ expectations?

Use of AIDET (Acknowledge, Introduce, Duration, Explain, and Thank) communication tool

- Excellent communication influences every component of the patient experience.
- Using the AIDET communication tool provides a structure that works in all departments and for all associates - from registration staff to nurses to lab workers to housekeepers to directors.
- Use the following key words when communicating with our patients and family members:
 - Teamwork
 - Safety
 - Privacy
 - Comfort and care
 - Excellent

AIDET COMMUNICATION TOOL

Acknowledging, Introducing, Duration, Explaining, and Thanking (AIDET) every person we encounter, including associates, customers, patients, and family **members**

Acknowledges the customer/patient/associate:

- Smile, makes eye contact, greet the person and use their by name in a pleasant manner
- Introduce self by stating name and role at the hospital
- Highlight skills and expertise of self and team members

Duration:

- Give the customer/patient a time expectation
- Keep the person informed as to the amount of time a procedure or process will take
- Keep the person informed of extended wait time; give updates

Explanation:

- Keep the customer/patient informed by explaining all process and procedures
- Communicate clear expectations of what will be occurring

Thanks:

- Thank the patient for their time
- Express appreciation to the customer for their cooperation and communication
- Ask: “if there is anything else that can be done for the customer before the ending the interaction.”

Actions:

- Ensure non-verbal communication conveys the AIDET principle
- Make eye contact
- Respect personal space
- Listen to what the patient/customer is saying: Allow silence and avoid interrupting
- Ensure body language is relaxed, open, and non-threatening
- Display a calm manner

ALIGNING SURVEY QUESTIONS AND BEHAVIORS

QUESTION	AIDET, KEY WORDS, AND BEHAVIORS
<p>Overall, rate the quality of care provided by the doctor or medical provider?</p> <p>Use key words <i>safety, privacy, concern, comfort, teamwork</i> and <i>excellent care</i></p>	<p>Nurse and physician should try to be in the room at the same time.</p> <ul style="list-style-type: none"> ▪ Build rapport with team members, patients and family (AIDET) ▪ Introductions to self to everyone ▪ Returning to rooms regularly to inform patients and set expectations ▪ Sit while engaging in two way conversations ▪ Clarify team member's and patients' understandings ▪ Always show gratitude
<p>How would you rate the doctor or medical provider's: Understanding and Caring?</p> <p>Use key words <i>safety, privacy, concern, comfort, teamwork, and excellent care</i></p>	<p>Sit down when you are caring for a patient. Patients are happiest when they perceive you have spent enough time with them, and they are more likely to perceive this if you are sitting than standing with your hand on the doorknob.</p> <p>Scripting examples:</p> <p>“I heard you say.... but your tone and posture are saying...”</p> <p>“I want to be sure I understand you, would you say a bit more about this”</p> <p>“If I understand what correctly you want...”</p> <p>“In other words you would like...”</p> <p>“It sounds like you are telling me”</p> <p>“I understand you are asking.... is that correct?”</p> <p>“Let me see if I got this right your concern, is... or you are feeling/thinking (angry, worried, frustrated) about...”</p> <p>“I heard you say Is this accurate? Did I get this right?”</p> <p>“I would be feeling the same way if I were in your situation.”</p> <p>“I wish things could be different.”</p> <p>“It's perfectly understandable that you would be feeling ____ about _____”</p> <p>“I'm sorry that happened to you.”</p> <p>“I am sorry to hear that. I can imagine that would be frustrating.”</p> <p>“I can understand that what you are going through is difficult. Let me see what we can do for you today” “This must be a difficult time. The staff and I will be working to help you through this time.”</p> <p>“That sounds frightening (or ____)”</p> <p>“Would it help if I explained?”</p> <p>“I can sense that you are concerned or worried. Please tell me more.”</p>

QUESTION	AIDET, KEY WORDS, AND BEHAVIORS
<p>How would you rate the doctor or medical provider's: Instructions or Explanations of the Treatment or Tests in a Way (You/Your Family Member) Could Understand?</p> <p>Use key words <i>safety, privacy, concern, comfort, teamwork, and excellent care</i></p>	<p>Explain primary care physician relationship. Patients are often unclear about the primary care physician (PCP)-hospitalist relationship.</p> <p>Scripting examples: “I am concerned with ...” “I am starting to think/ believe...” “I am not sure what it means when you?” “Is that what is going on here?” “In my opinion...” “I am tempted to conclude...” “Maybe we could explore...” ”I am starting to believe...” “I wonder or I am curious ...” “If you see/think differently, I would love to hear your view” “Can you share some examples or tell me what you mean?” “May I share what I noticed, observed, discovered, or provide feedback?”</p> <p>“Hi, I’m Dr. _____. I take care of Dr. _____’s patients while they are in the hospital. The way we communicate about your care is ... We are both work with name of hospital; we talk on the phone...). The advantages to our partnership are _____.”</p> <p>Finish your encounter with an open-ended question: “What can I help you with before I go I have the time?”</p>
<p>Would you rate the overall teamwork between the doctors, medical providers, nurses, and staff as:</p> <p>Use key words <i>safety, privacy, concern, comfort, teamwork, excellent</i></p>	<p>Note: The best time to manage up your team is when introducing yourself.</p> <p>For example: “We have a great team of folks here who are focused making sure you feel better soon. They will take exceptional care of you.”</p> <p>“I see you have worked with your nurse Judy. She is a phenomenal nurse whose patients rave about her care and skill. She will take excellent care of you.”</p> <p>“I am glad you are here. You are in the right place. We are a great team and will take excellent care of you.”</p> <p>“Nurse/Dr.... will be seeing you shortly.” “He is an experienced hospitalist who will continue your care.”</p> <p>“I am surprised to hear you didn’t have a good experience with _____. I have to let you know that I have worked with _____ for a long time and he/she is a valuable member of our team.”</p>

QUESTION	AIDET, KEY WORDS, AND BEHAVIORS
<p>How would you rate the courtesy and friendliness shown to (you/your family member) by all emergency room employees?</p> <p>Use key words <i>safety, privacy, concern, comfort, teamwork, excellent</i></p>	<p>AIDET: Smile, make eye contact, say hello, and introduce yourself (share your medical experience)</p> <p>Smile, make eye contact, say hello, and introduce yourself (share your medical experience)</p> <ul style="list-style-type: none"> • Use patient’s full name and role (nurse, doctor, PCT) • Acknowledge everyone in the room • Shake the person’s hand (if appropriate) • Sit down when you are caring for a patient. • Patients are happiest when they perceive you have spent enough time with them • Use active listening skill and watch for nonverbal cues the person doesn’t understand <p><i>Ask: “What would you like to focus on today during your visit? Or “What is the one thing you want o be sure happens before you leave today?”</i></p>
<p>How would you rate the emergency room staff on keeping you and your family informed about (your/your family member's) medical condition and treatment?</p> <p>Use key words <i>safety, privacy, concern, comfort, teamwork, excellent</i></p>	<p>Explain when test results will be communicated and by whom.</p> <ul style="list-style-type: none"> • Returning to rooms regularly to inform patients and set expectation. • Sit while engaging in two-way conversations. • Clarify team member’s and patients’ understandings. • Always show gratitude. <p>“Let me see, these seem to be (the key ideas, concerns, feelings etc...)” “If I understand you, you feel ...” “Nurse/Dr.... so and so will be seeing you shortly.”</p>
<p>How would you rate the instructions provided by the staff about how to care for (yourself/your family member) after discharge from the emergency room?</p> <p>Use key words <i>safety, privacy, concern, comfort, teamwork, excellent</i></p>	<p>Explain whom the patient should see after discharge. Patients are often confused about who they are supposed to see after discharge.</p> <p>Summarize next steps in treatment or discharge plans</p> <p>“I have given you a lot of information today. Would you mind telling me what you understand about (illness, condition, event, etc.)?”</p>

QUESTION	AIDET, KEY WORDS, AND BEHAVIORS
<p>Overall, would you rate the level of safety (you/your family member) felt during this emergency room visit as: Be sure to check armband for name and birth date.</p> <p>Use key words <i>safety, privacy, concern, comfort, teamwork, excellent</i></p>	<p>Script examples:</p> <p>“For your safety so I can verify your information, could you please give me your name and birth date?”</p> <p>“For your safety, we will be asking you many times for your name and birthday. We do this to ensure we always have the right information for the right patient.”</p> <p>“While you are here, you will see caregivers either wash their hands or use a disinfecting hand gel prior to touching you. We do this to ensure all our patients remain safe and it helps stop the spread of infections.”</p> <p>“For your safety, we placed you in the hallway so we can keep you under observation while we run tests... Even though you are in the hallway, please know you will continue to receive excellent care.”</p> <p>“We take your health seriously here at Holy Cross and our goal is to provide safe care while you are in the ED. So, for your safety, every caregiver will be asking you your name and your birth date throughout your visit. Sometime the caregivers will ask the same question more than once; we do this for your safety as well.”</p> <p>“Your health and safety is one of our highest priorities here in the ED.”</p> <p>“For your safety, each time I come into your room I will be asking you for your name and birth date. I do this to ensure we always have the right information for the right patient.”</p> <p>“For your safety, I cannot prescribe any narcotics to help you with your pain right now because.... However, I can prescribe.... to help you feel comfortable.”</p> <p>“For your safety, we will need you to provide a urine or blood sample to ensure you are not pregnant or whatever before we do ...”</p>
<p>How likely is it that you would recommend '+hospname+' to friends and family</p>	<p>“It was a pleasure taking care of you (or meeting you).”</p> <p>“Thank you for choosing name of hospital.”</p> <p>“Thank you for entrusting our health to us.”</p> <p>“Thanks for enduring the long waits today... your health is important to us.”</p>