Family Experience Measures

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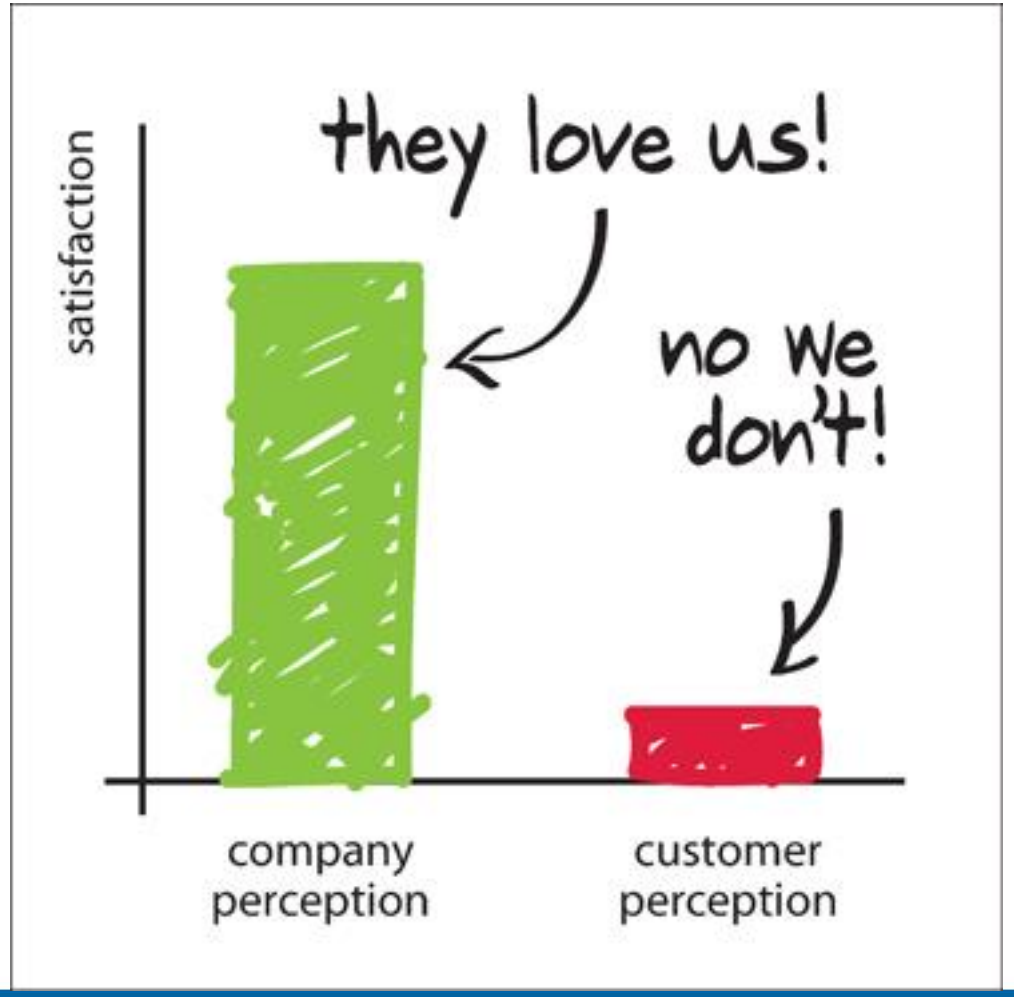
Dr. Montalbano is the owner of a consulting company.
No relevant disclosures as pertains to the content today.

Objectives

1. Cite the components of measuring patient experience
2. Predict the most highly correlated process measure with overall rating of experience in an urgent care setting
3. Apply a new technique to improve rating of experience

Why We Measure



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Why We Measure?

Enough information about care & treatment?

Know what to do if your child did not get better?

Did we know your child's medical history?

Did you know who to call if you had questions after your visit?

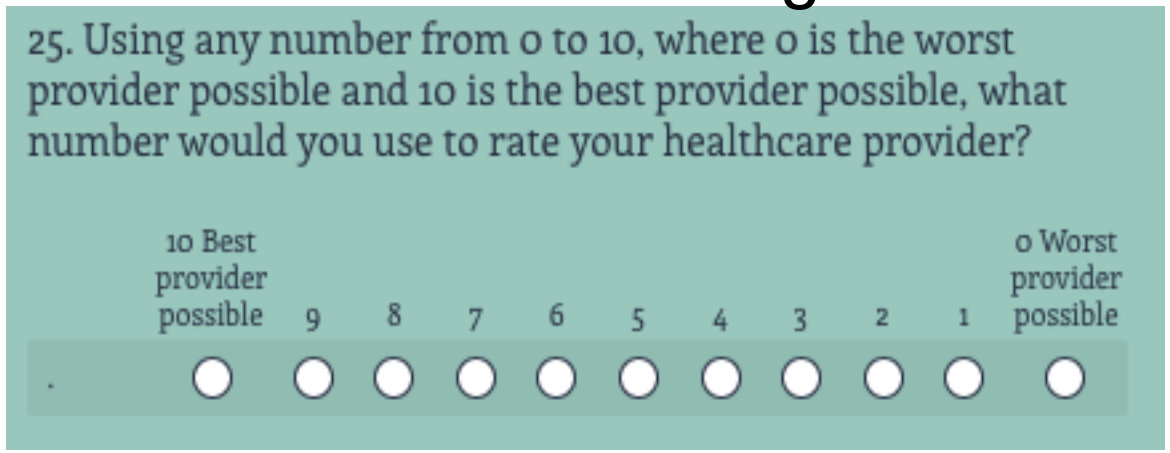
Were you seen in a timely manner?

The Equation

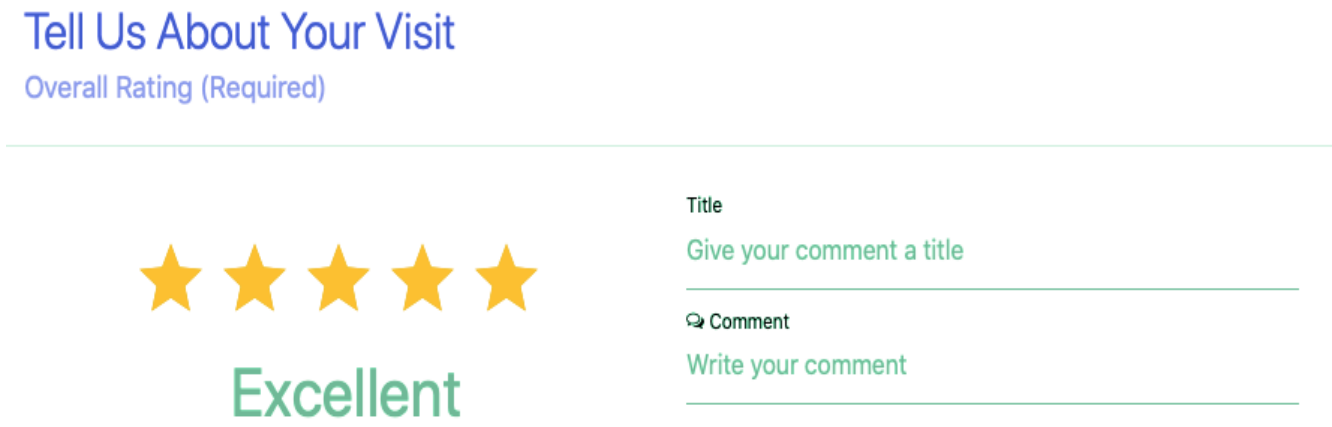
Patient Experience Score = Expectation - Perception

What We Measure

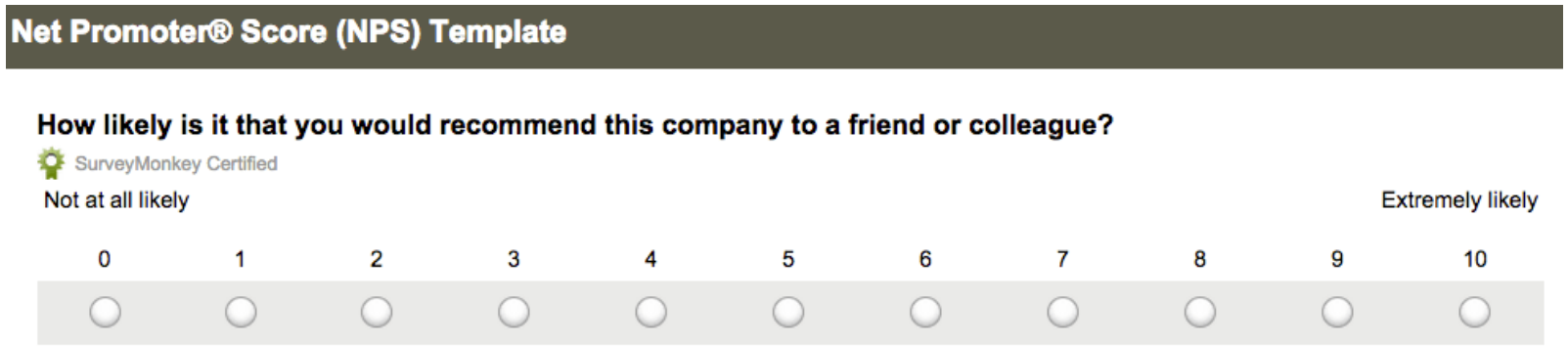
Provider Rating



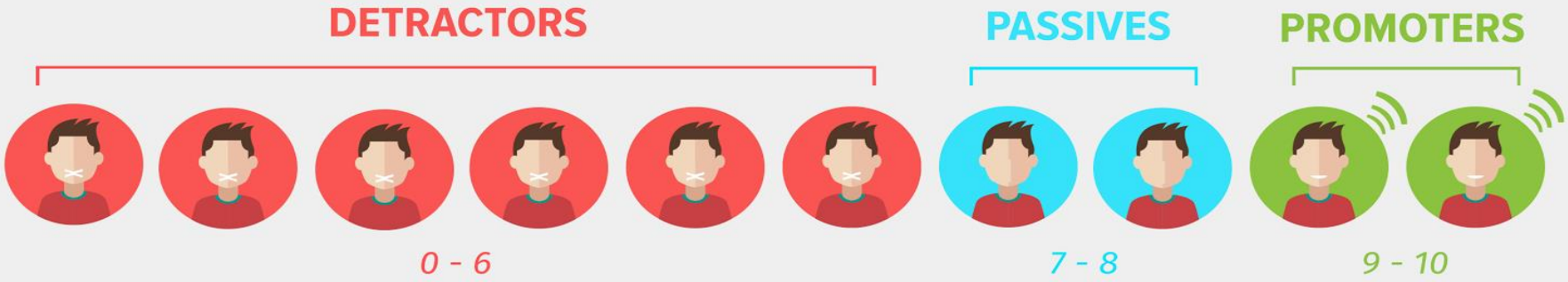
Experience Rating



Market Share/Loyalty



How we measure



Detractors *aka the threat*

- Rate you from 0 - 6
- Require proactive outreach to mitigate brand damage
- Are not particularly satisfied by your product or service

Passives *aka the uncommitted*

- Rate you between 7 - 8
- Are susceptible to competitive offerings
- Are left out of the NPS calculation

Promoters *aka your fans*

- Rate you between 9 - 10
- Are loyal and likely to repurchase from you
- Fuel viral growth through word of mouth

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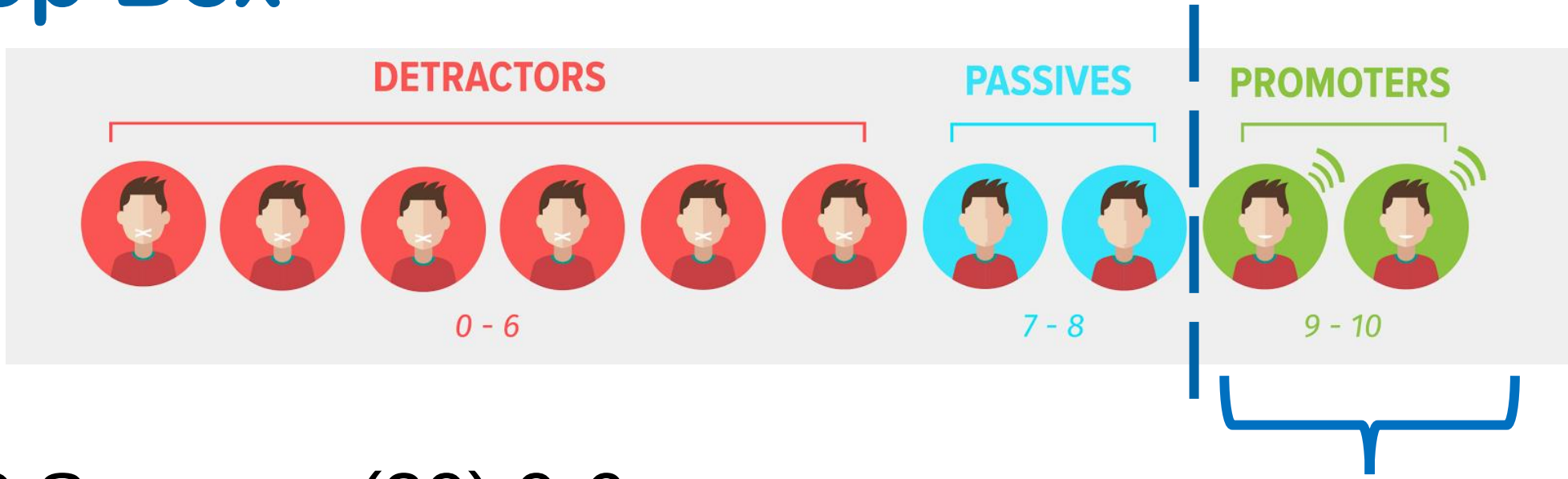
Top Box



100 Surveys: (20) 0-6
(10) 7-8
(70) 9-10

70%

% Top Box = # 9&10 / Total #

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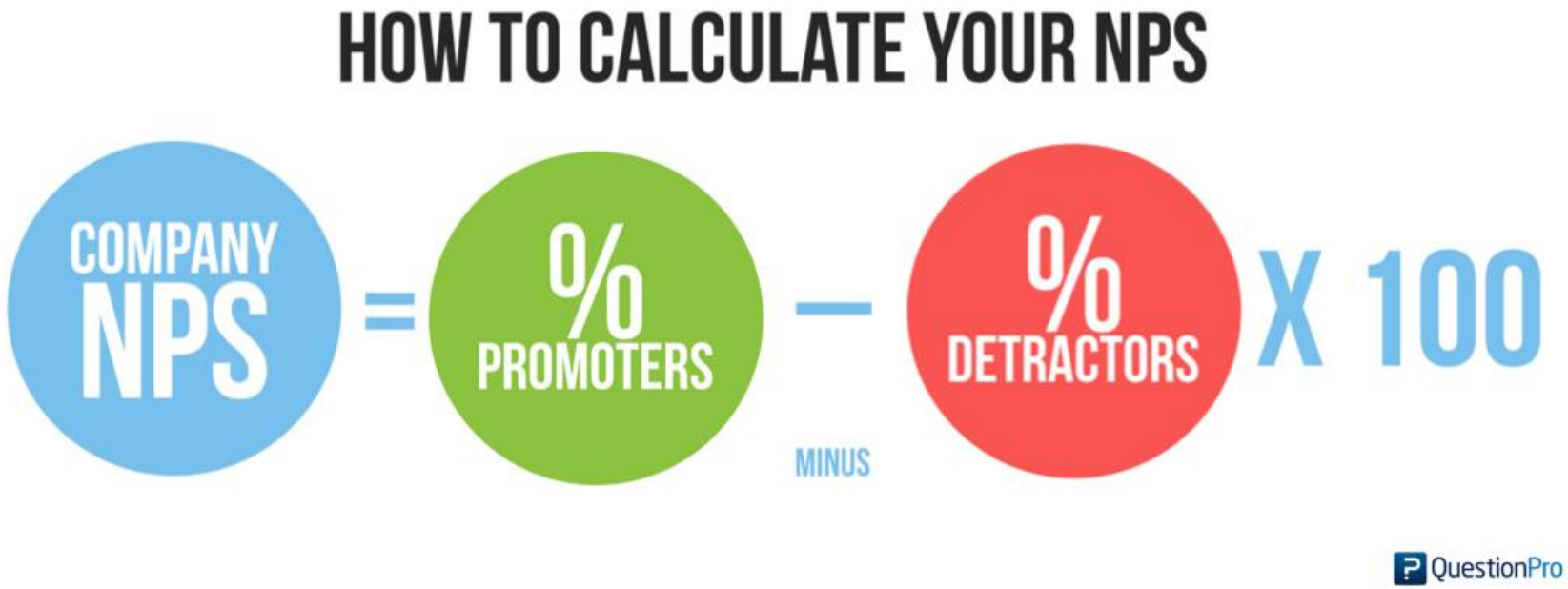
Net Promoter Score



BEST +100

Costco	+79
Apple	+47
Walmart	-4
Facebook	-21

WORST -100

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5 Star Rating

Straight rating (5 point scale)

- Difficult to get a 5
- Most will score a neutral
- 1 & 2 stars drag down score

Algorithm (11 point scale)

- Magic zero anchors scale
- A 5 gives true average
- Allows for more variability

Star Rating

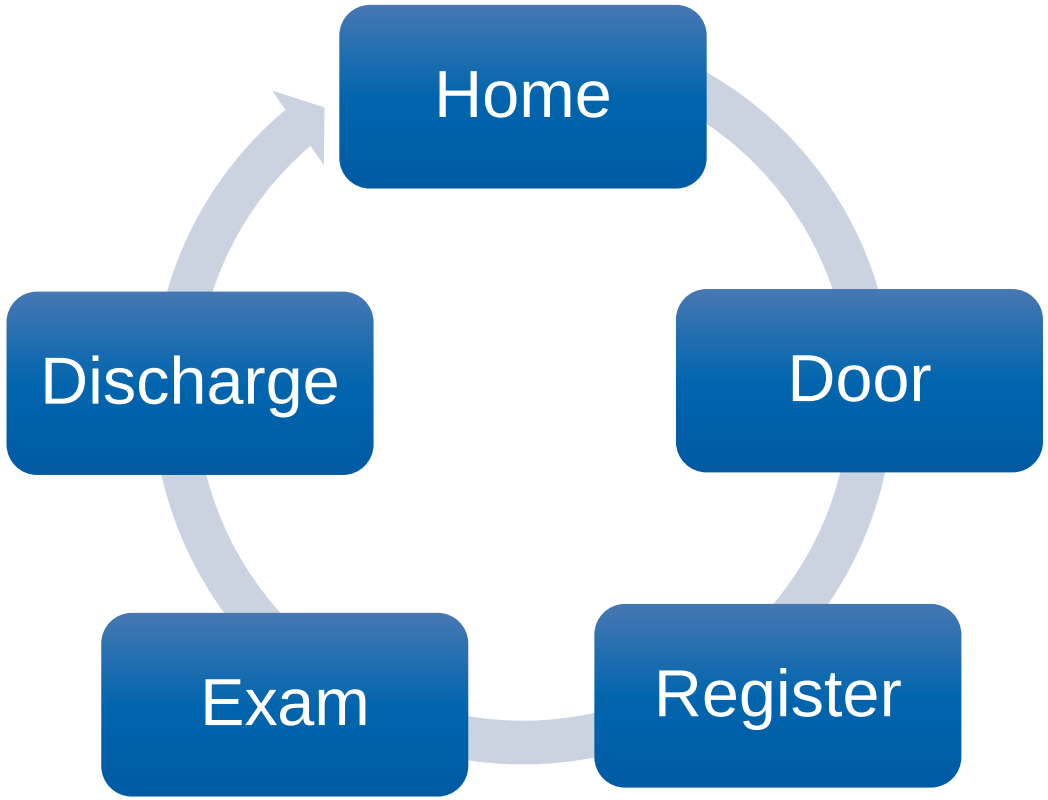
Question Response Scale	Star Rating Conversion
10	5.0 Stars
9	4.6 Stars
8	4.2 Stars
7	3.8 Stars
6	3.4 Stars
5	3.0 Stars
4	2.6 Stars
3	2.2 Stars
2	1.8 Stars
1	1.4 Stars
0	1.0 Stars

Patient Experience in Urgent Care

The Equation

Patient Experience Score = Expectation - Perception

Patient Timeline



Psychology of Waiting

1. Unoccupied time feels longer than occupied time.
2. Anxiety makes waits seem longer.
3. Uncertain waits are longer than known, finite waits.
4. Unexplained waits are longer than explained waits.
5. Unfair waits are longer than equitable waits.
6. Solo waits feel longer than group waits.
7. The more valuable the service, the longer the customer will wait.

Maister DH. The Psychology of Waiting Lines. http://www.columbia.edu/~ww2040/4615S13/Psychology_of_Waiting_Lines.pdf. Published 1985. Accessed September 2, 2017.

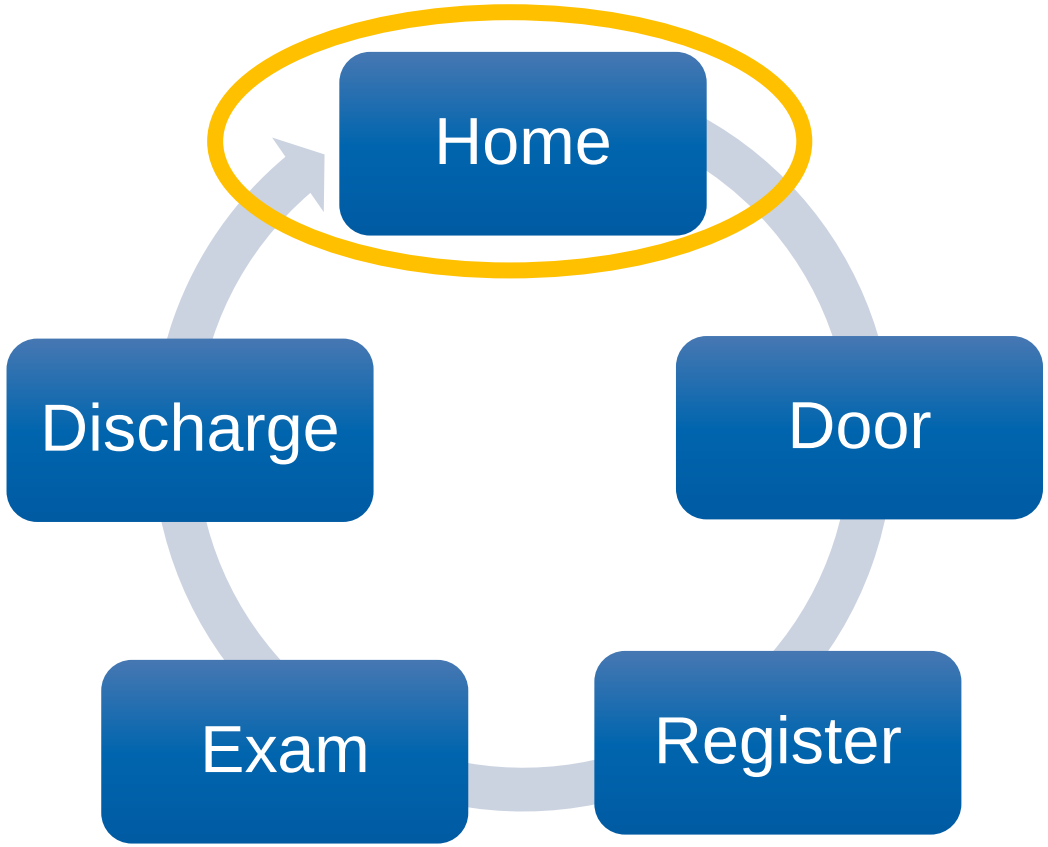
Empathy Exercise

- Viewed wait times online
- Checked in at registration
- People keep checking in and being pulled back before you
- Ask receptionist = “Real soon”

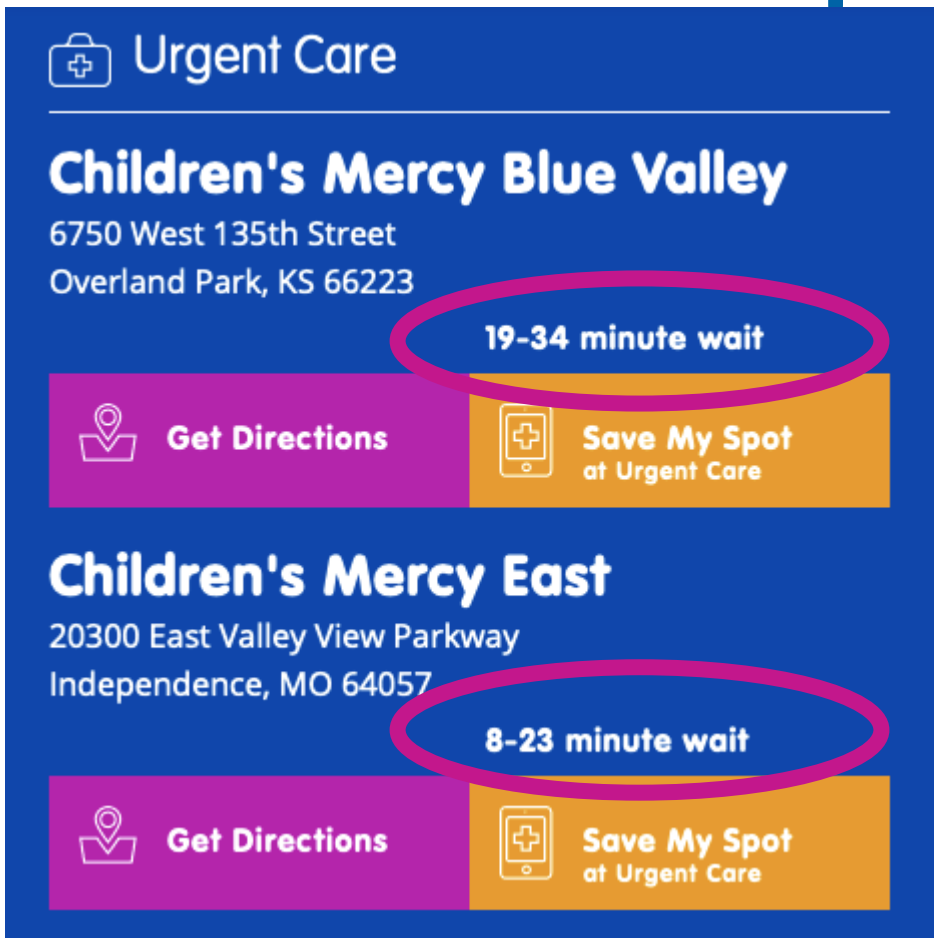
- What tenets are at play?
- How can we address them?

- Unoccupied Time
- Anxiety?
- Uncertain Wait – past quoted wait time
- Unexplained Extended Wait
- Unfair Wait
- Solo Wait

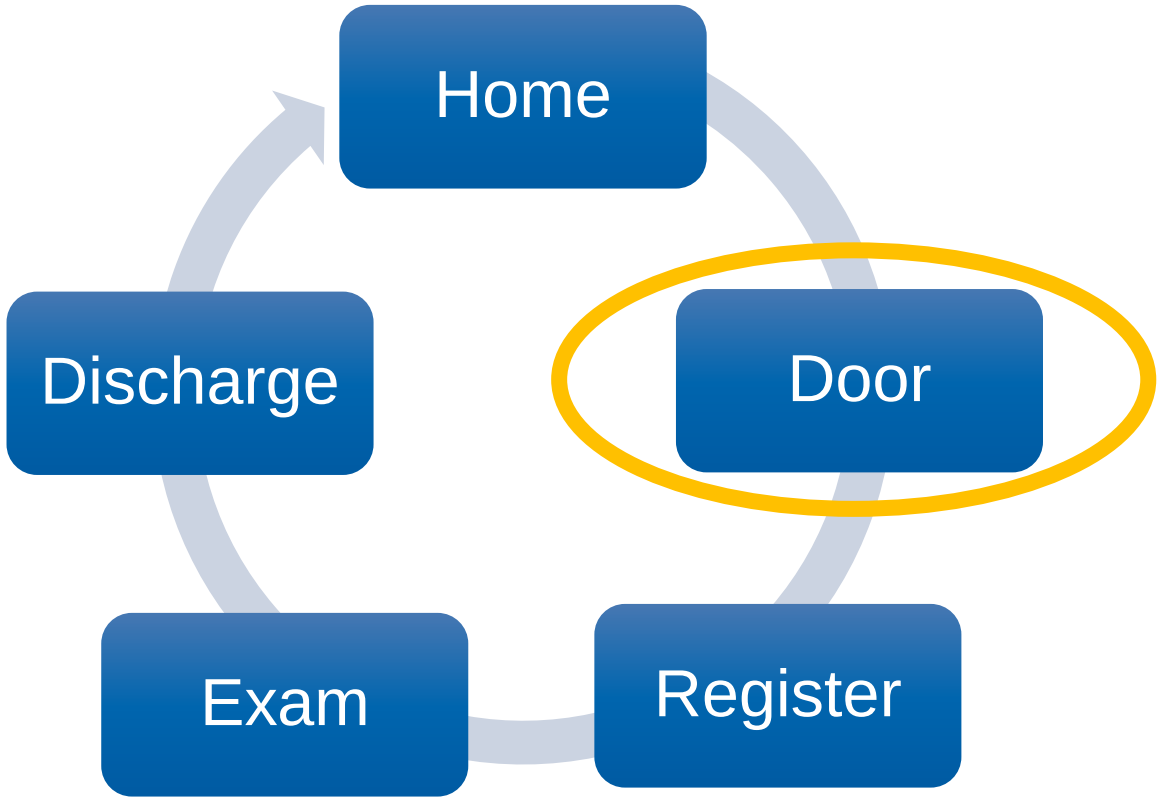
Patient Timeline



Before Arrival – Be Transparent



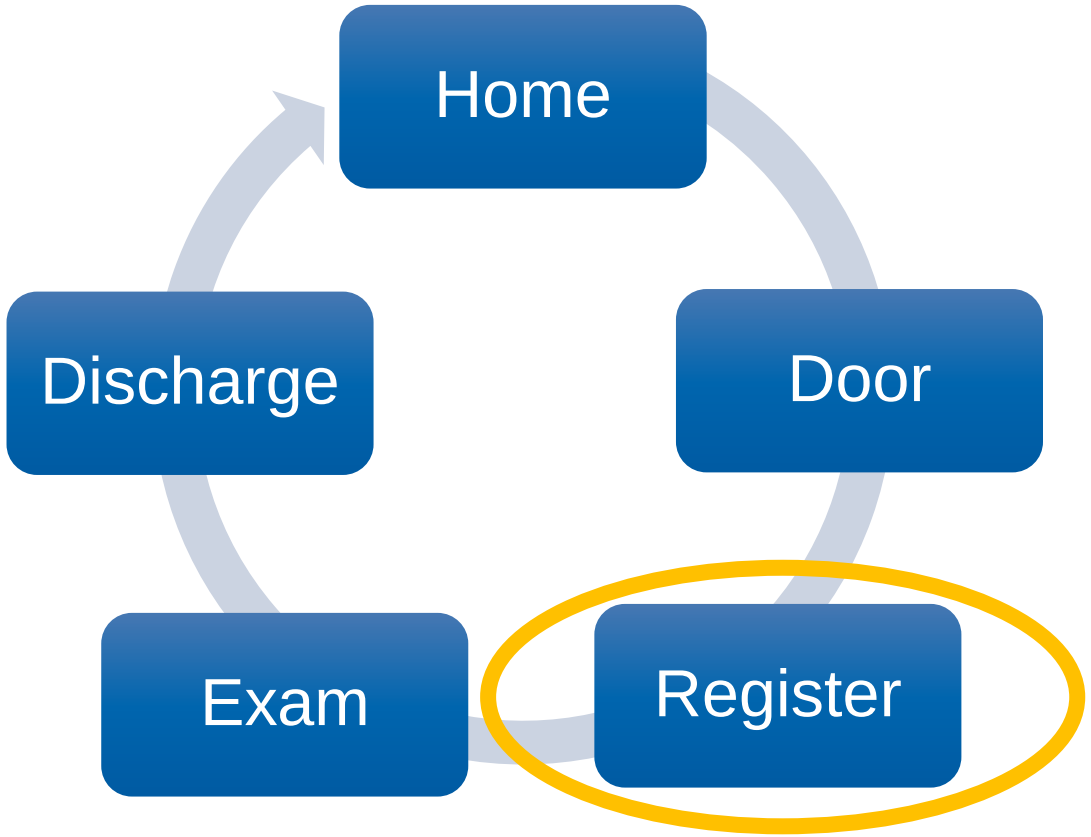
Patient Timeline



Through the Door – Make it Easy

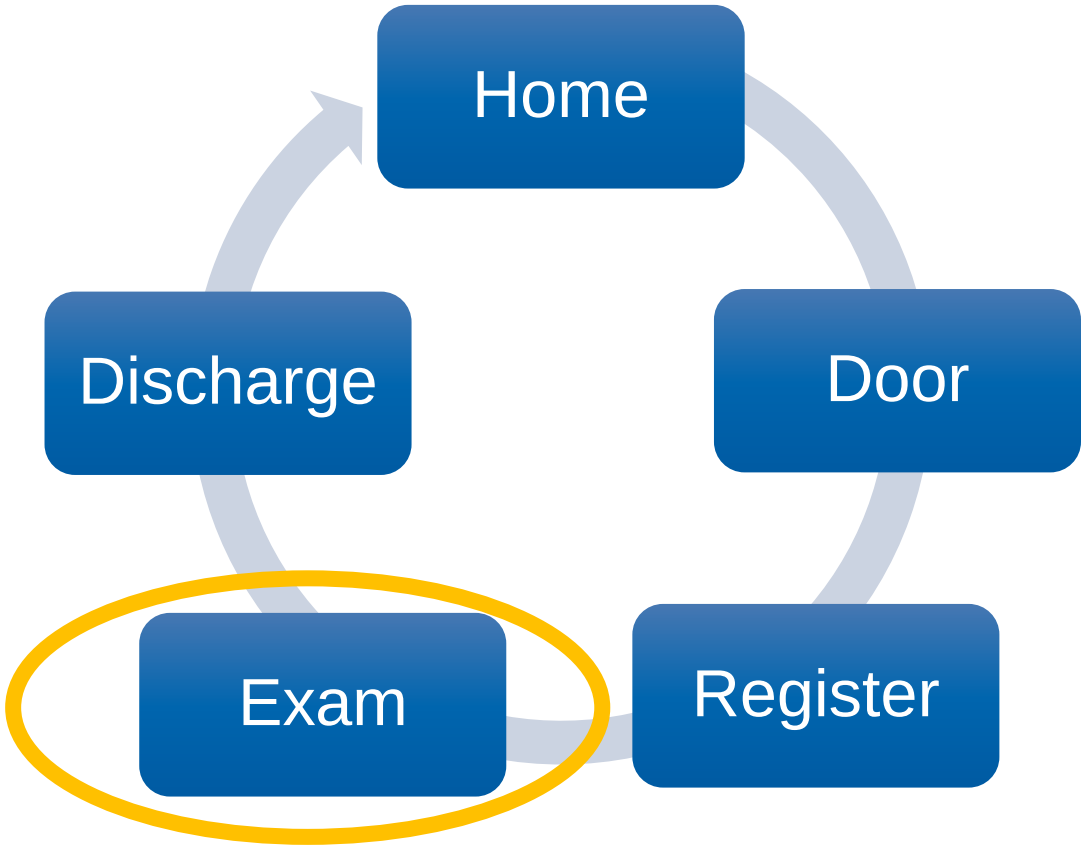
https://kckingdom.com/2019/12/03/kansas-city-chiefs-continue-fumble-parking-arrowhead/

Patient Timeline



Registration – Reduce Waste

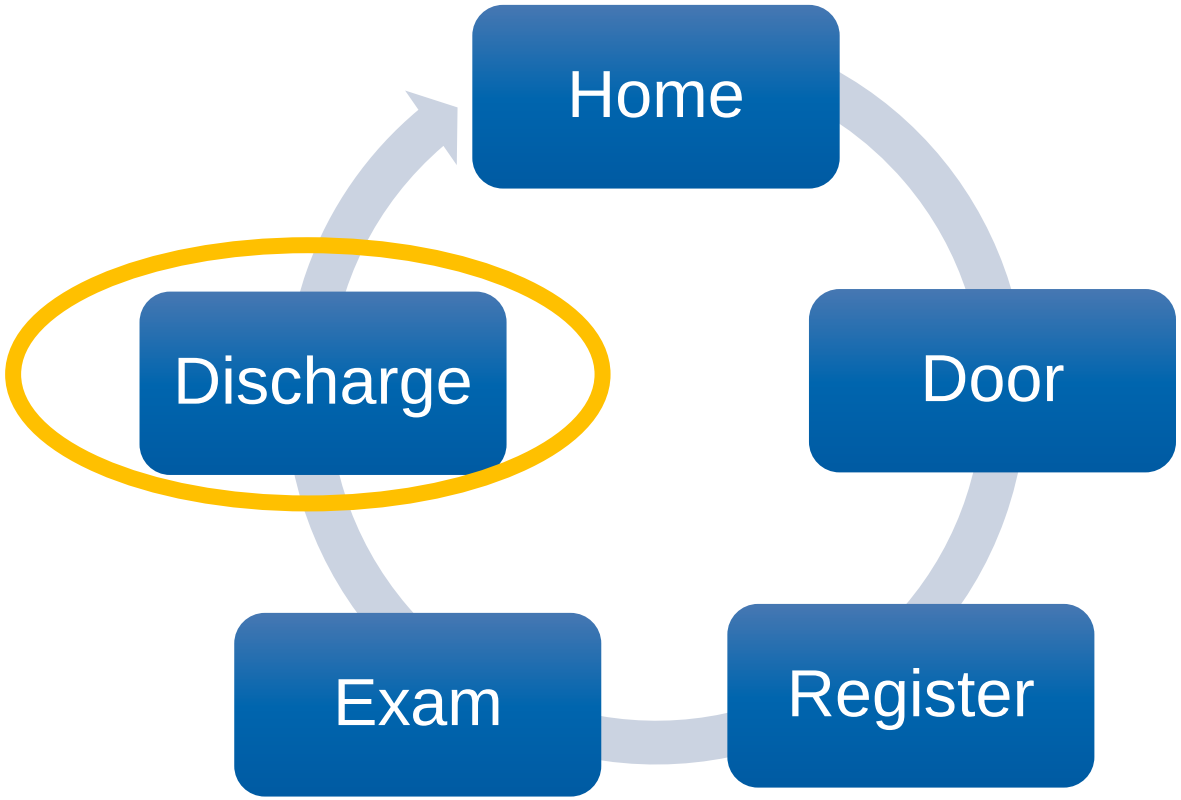
Patient Timeline



Exam Room – Relational not Transactional

http://i.imgur.com/n6OKvbm.jpg

Patient Timeline

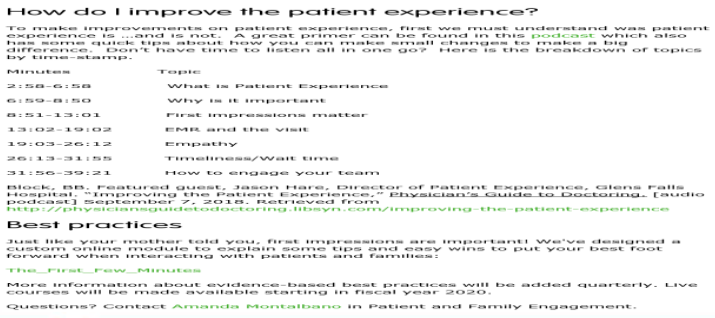


Discharge – Reduce Waste

Key Takeaways

- The psychology of waiting is logical,
  the thinking of worried parents maybe not.
- The wait needs to be addressed beyond the exam room,
  all hands on deck!
- You can adjust experience by altering expectations OR perceptions,
  without actually altering the reality.
- Value comes in many forms,
  not just money.
- History conditioned us for waits in healthcare,
  consumerism is slowly chipping away at that,
  urgent care can dominate this concept.

Patient Experience Toolkit



How do I improve the patient experience?

To make improvements on patient experience, first we must understand was patient experience is ...and is not. A great primer can be found in this podcast which also has some quick tips about how you can make small changes to make a big difference. Don't have time to listen all in one go? Here is the breakdown of topics by time-stamp.

Minutes	Topic
2:58–6:58	What is Patient Experience
6:59–8:50	Why is it important
8:51–13:01	First impressions matter
13:02–19:02	EMR and the visit
19:03–26:12	Empathy
26:13–31:55	Timeliness/Wait time
31:56–39:21	How to engage your team

Block, BB. Featured guest, Jason Hare, Director of Patient Experience, Glens Falls Hospital. "Improving the Patient Experience," Physician's Guide to Doctoring. [audio podcast] September 7, 2018. Retrieved from http://physiciansguidetodoctoring.libsyn.com/improving-the-patient-experience

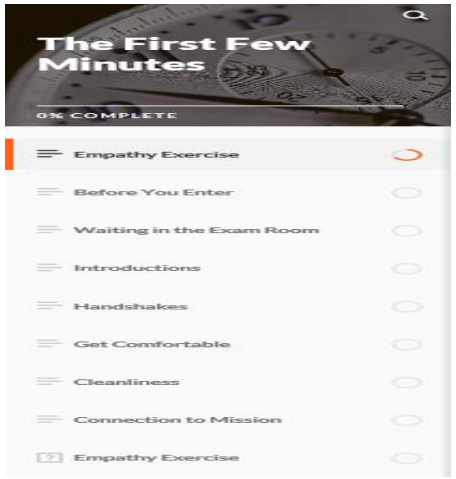
Best practices

Just like your mother told you, first impressions are important! We've designed a custom online module to explain some tips and easy wins to put your best foot forward when interacting with patients and families:

The_First_Few_Minutes

More information about evidence-based best practices will be added quarterly. Live courses will be made available starting in fiscal year 2020.

Questions? Contact Amanda Montalbano in Patient and Family Engagement.



Patient Experience Toolkit

- Maister DH. The Psychology of Waiting Lines
- Block BB. Patient Experience Blog
- Montalbano A. First Few Minutes Module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