

Patient Experience and the Power of “&”: Measuring What Matters Most for Experience Excellence

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21 August 2019

Video: The Power of "&":

<https://www.youtube.com/watch?v=hoUXDsgC-0g>

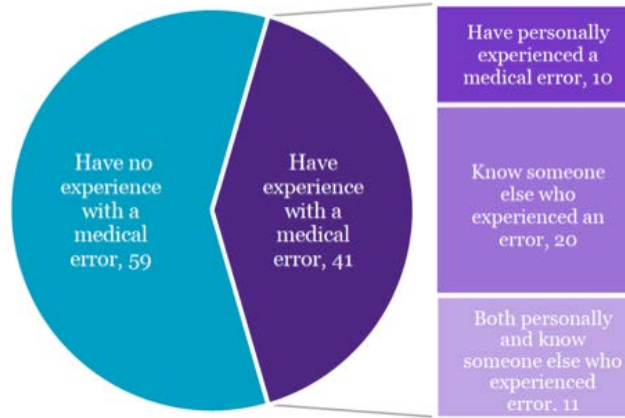


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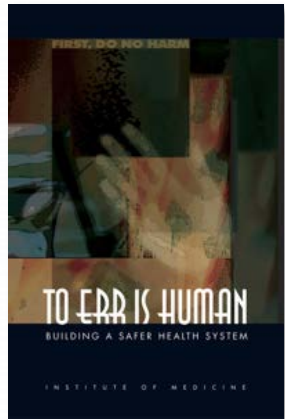
FRAMING PATIENT EXPERIENCE

The Experience Opportunity

% of adults who...



2017 NORC at the University of Chicago, NPSF/IHI

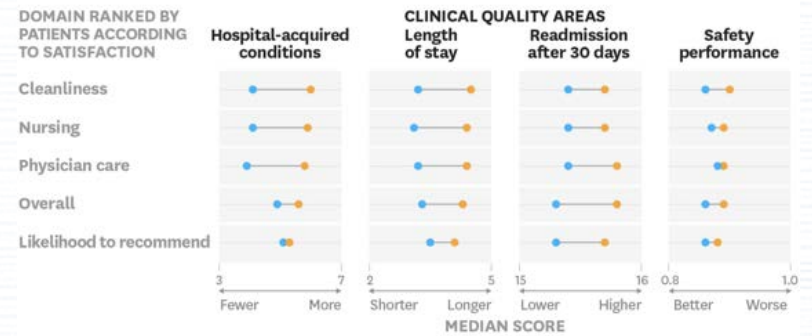


1999 IOM



Linking Patient Experience and Clinical Quality

Hospitals that performed poorly across five patient-ranked domains also performed worse than top performers in four areas of clinical quality: hospital-acquired conditions, length of stay, rate of readmission, and safety performance.

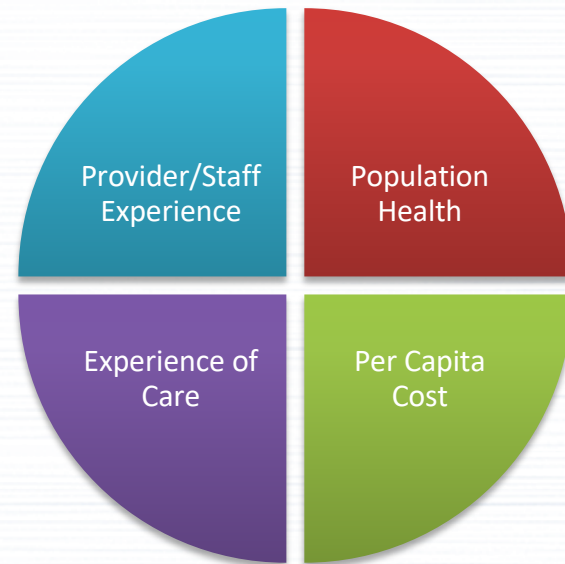
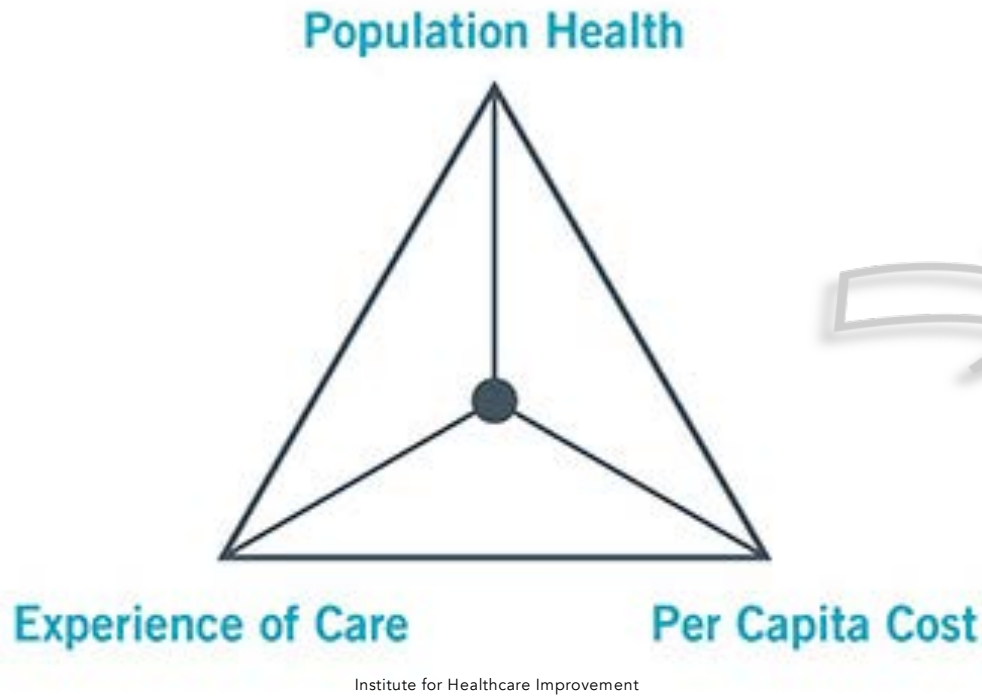


SOURCE: PRESS GANEY, USING THE HCAHPS PATIENT SATISFACTION SURVEY

© HBR.ORG

Lee, T. 2017. *How U.S. Health Care Got Safer by Focusing on the Patient Experience*, Harvard Business Review

Beyond the Triple Aim



Bodenheimer, T., & Sinsky, C. (2014). From Triple to Quadruple Aim: Care of the Patient Requires Care of the Provider. *The Annals of Family Medicine*, 12(6), 573-576. doi:10.1370/afm.1713

Safe • effective • patient-centered • timely • efficient • equitable

IOM (2001) Crossing the Quality Chasm

Satisfaction...



To satisfy is to cause (someone) to be happy or pleased.

Satisfaction is in the moment.

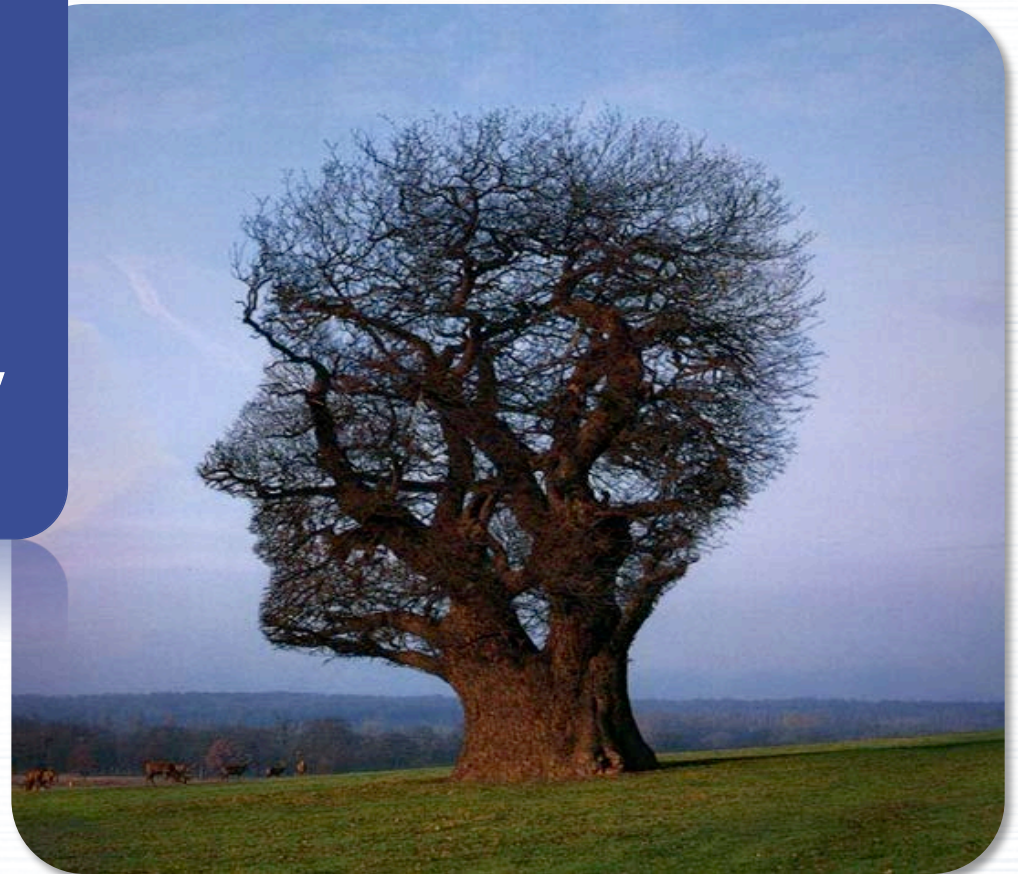
It is the idea of how positive someone **feels about their expectations** of an encounter.

...Experience

Experience is **something we have lived through.**

It is about something that happened and it is our **lasting story...**

It is defined in all that is **perceived, understood and remembered...**



The sum of all **Interactions**, shaped by an organization's **culture**, that influence patient **perceptions** along the **continuum** of care.

- The Beryl Institute

State of Patient Experience 2019

34 Countries
6 Continents



Top 5
US, Canada, Australia, Brazil, UK

Research Partner



service
management
group®

337
Non-
Hospital
Orgs

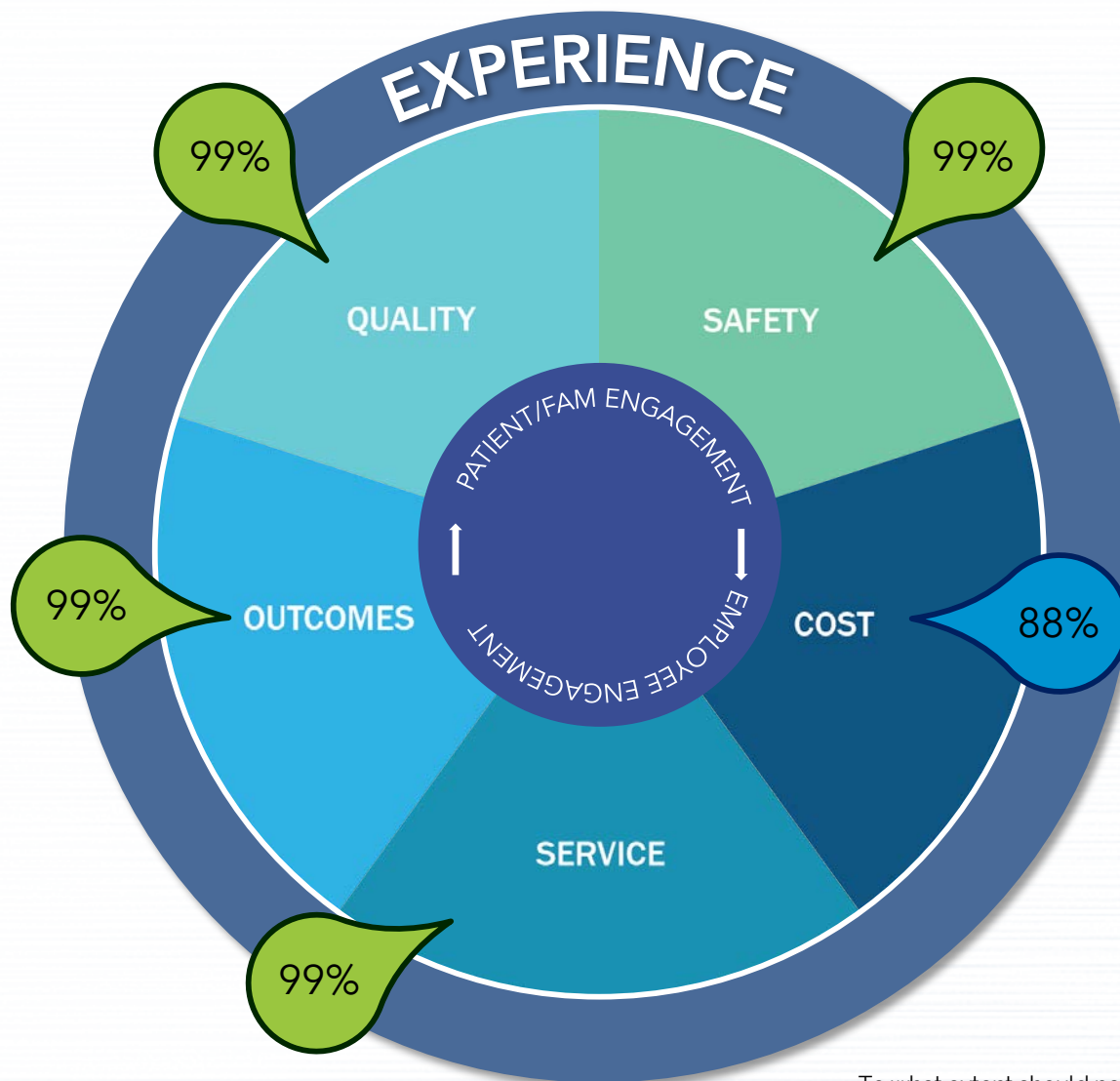
105 Non-
US
Hospitals

873
US Hospitals

An Integrated Perspective



An Integrated Perspective



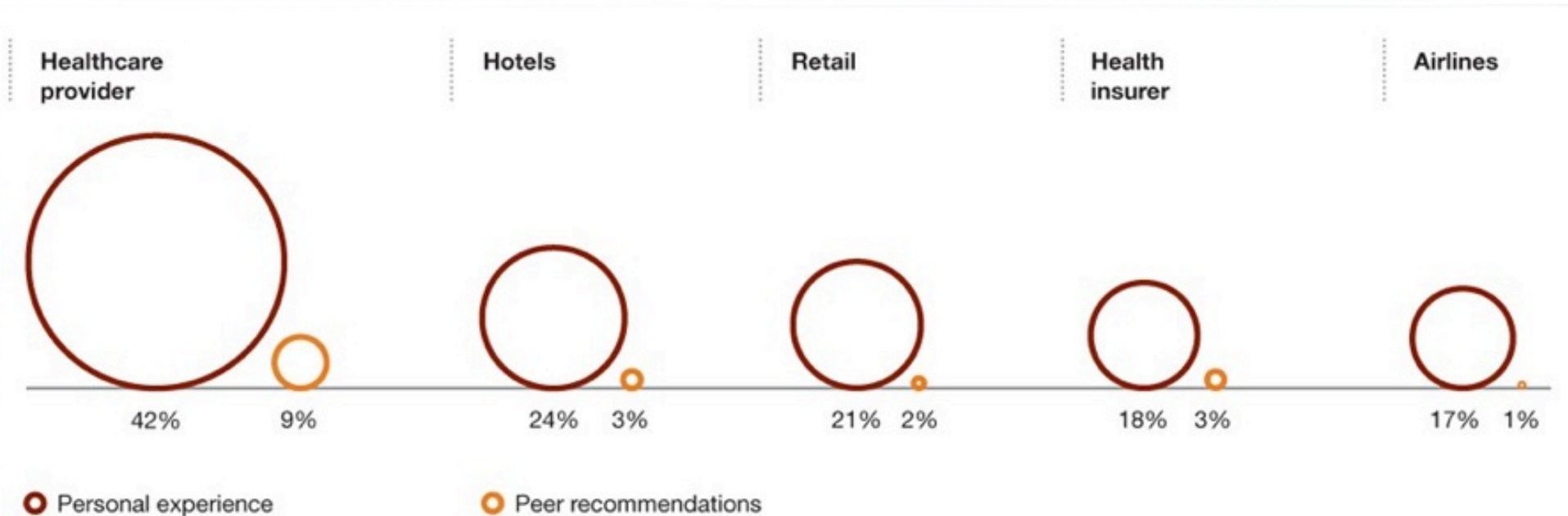
A DRIVER OF OUTCOMES



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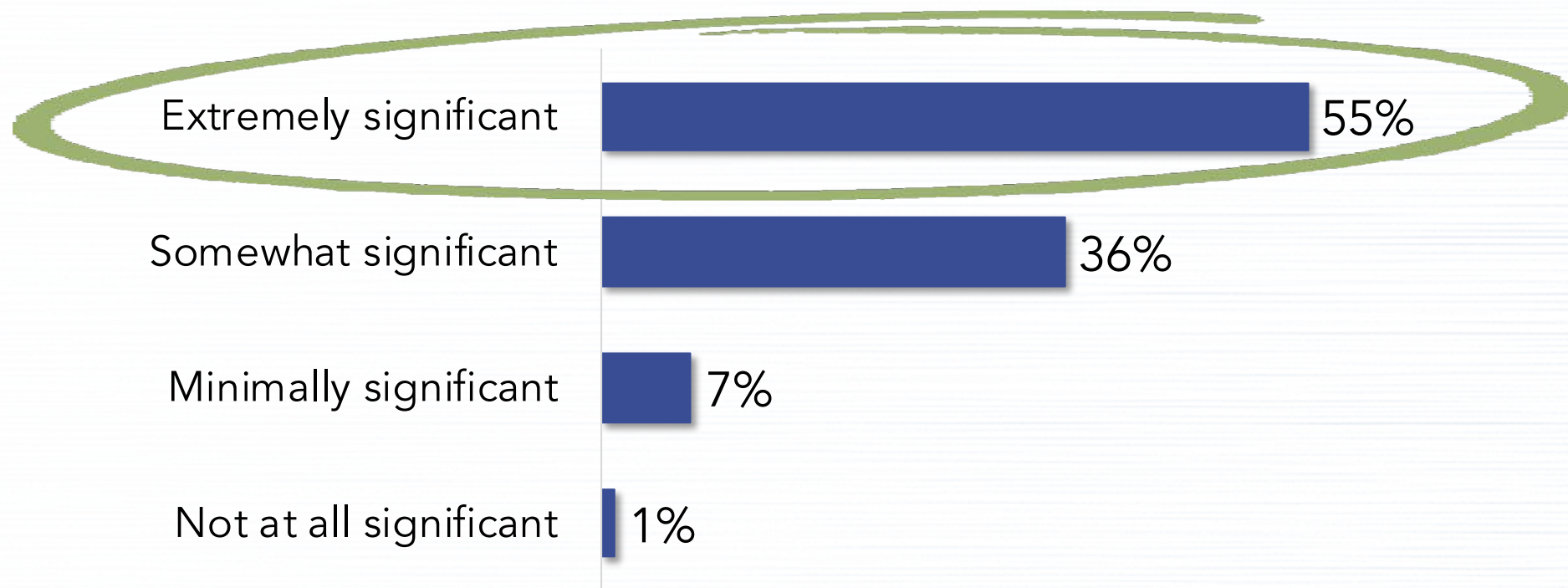
Experience Influences Decisions

Influence of personal experiences and peer recommendations in selecting a provider



Source: PwC 2011 Customer Experience Radar Research

PX Significant to Healthcare Choices

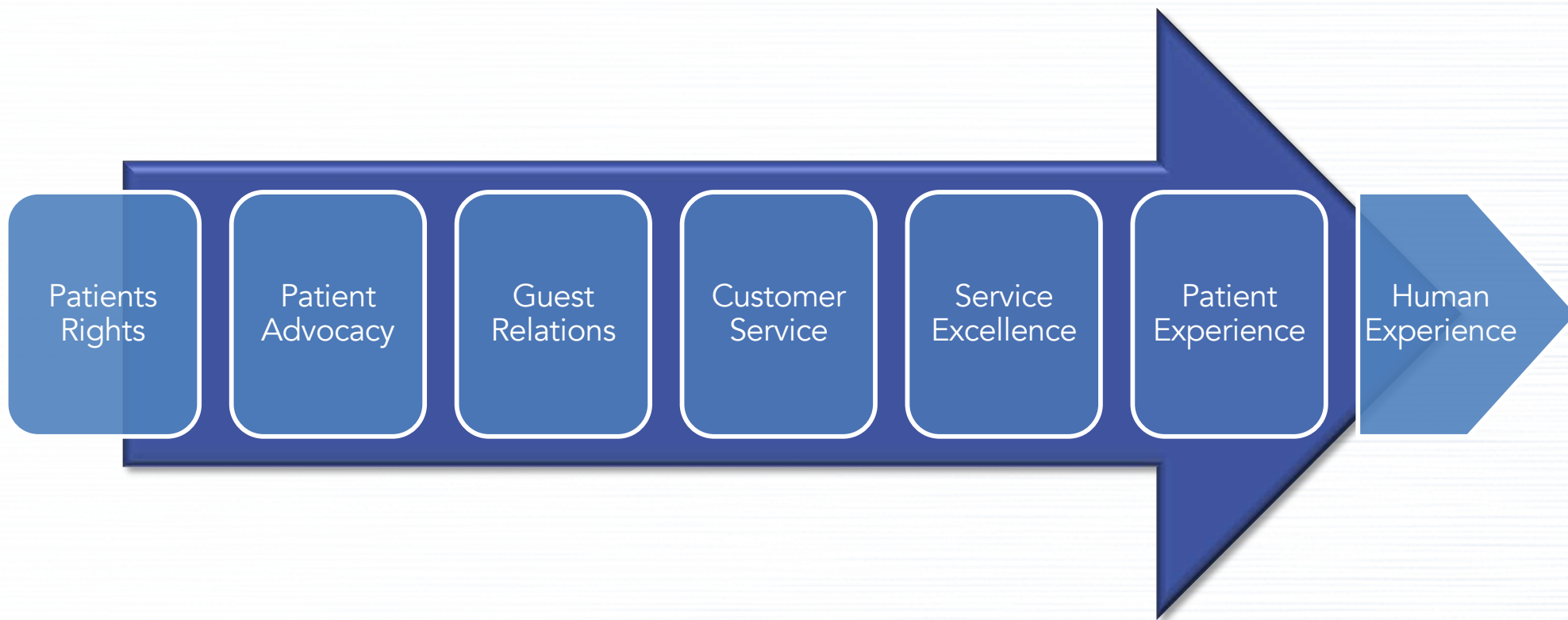


EXPERIENCE

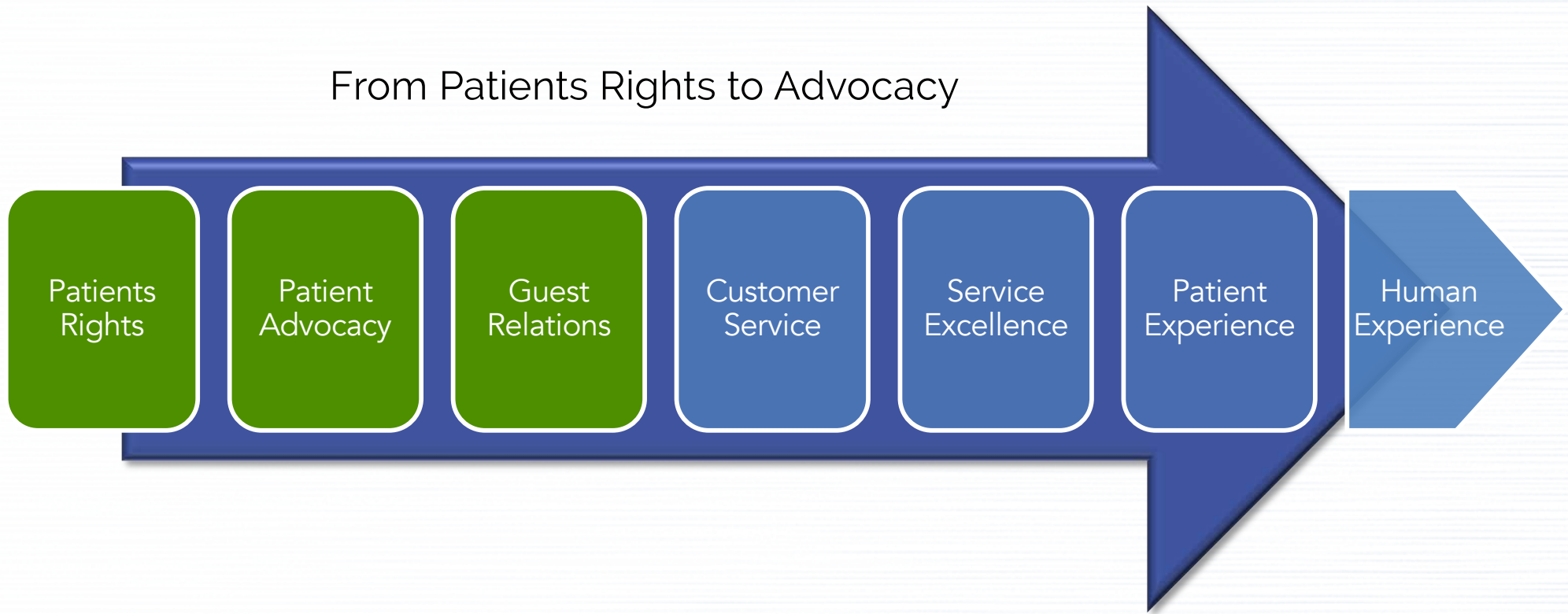


Wolf, Jason A. PhD (2016) "Patient experience: Driving outcomes at the heart of healthcare,"
Patient Experience Journal: Vol. 3: Iss. 1, Article 1.
Available at: <http://pxjournal.org/journal/vol3/iss1/1>

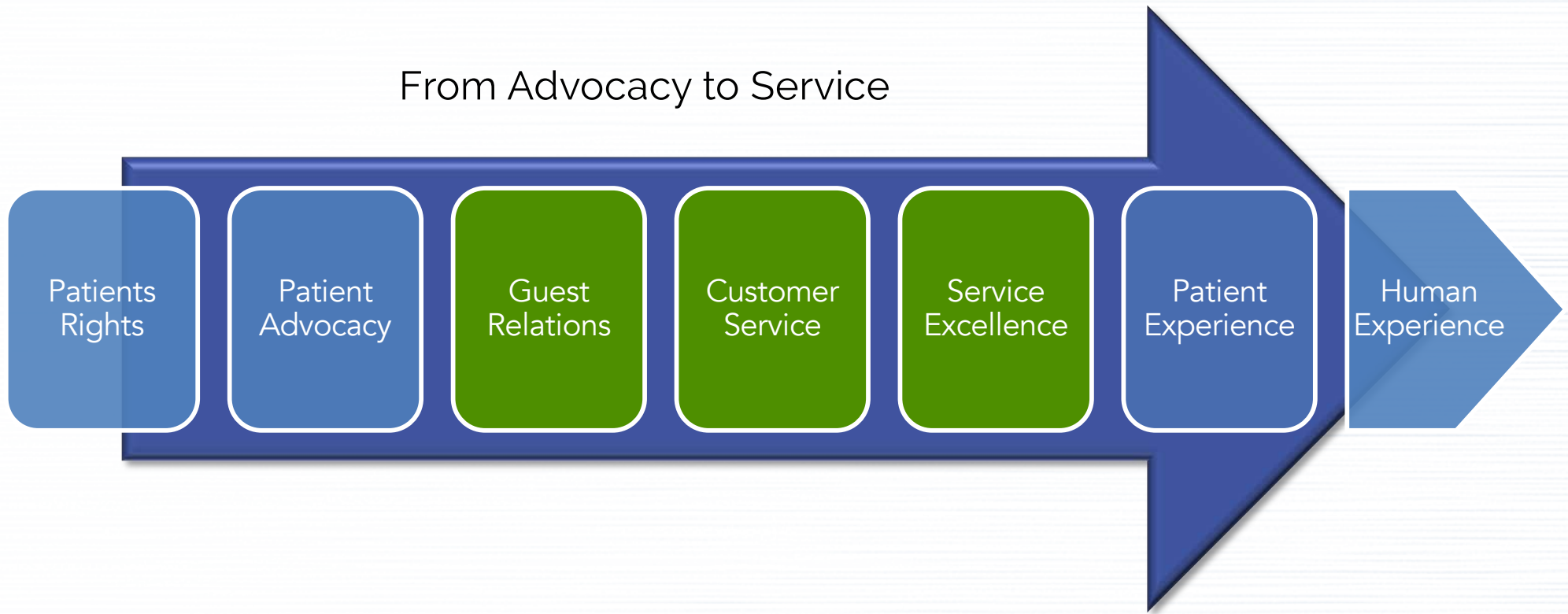
THE HISTORY OF PX: A Foundation Of Measurement



From Patients Rights to Advocacy

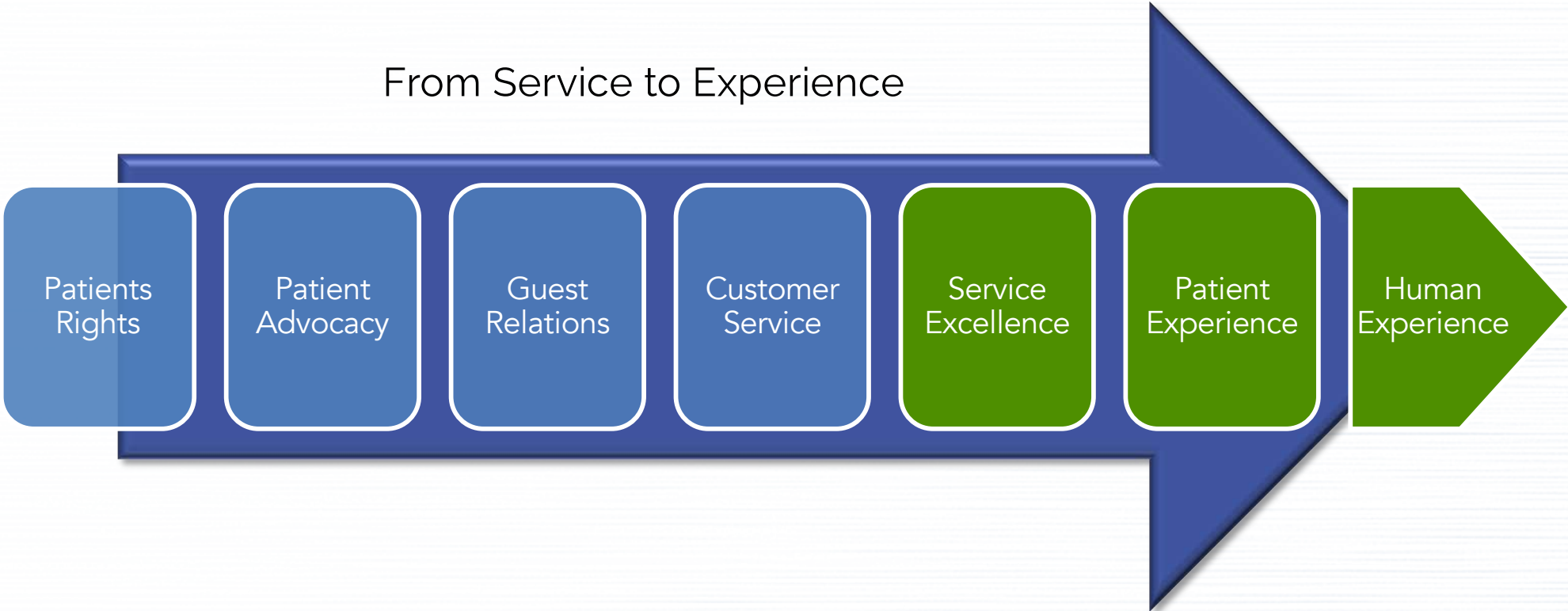


From Advocacy to Service



Started measuring *SATISFACTION*...

From Service to Experience



Started measuring *EXPERIENCE*...

HCAHPS Domain

Sample Questions

Your Care from Nurses

- During this hospital stay, how often did nurses treat you with courtesy and respect?

Your Care from Doctors

- During this hospital stay, how often did doctors explain things in a way you could understand?

The Hospital Environment

- During this hospital stay, how often were your room and bathroom kept clean?

Your Experiences in this Hospital

- Before giving you any new medicine, how often did hospital staff tell you what the medicine was for?

When You Left the Hospital

- During this hospital stay, did you get information in writing about what symptoms or health problems to look out for after you left the hospital?

Overall Rating of Hospital

- Using any number from 0 to 10, where 0 is the worst hospital possible and 10 is the best hospital possible, what number would you use to rate this hospital during your stay?

Understanding Your Care When You Left the Hospital

- When I left the hospital, I had a good understanding of the things I was responsible for in managing my health.

Never Sometimes Usually Always

CAHPS +/-

+

- Provides us an avenue listen to our patients
- Touches on key elements consumers of care say are important to them
- Ensures we are asking versus assuming what we do is right

-

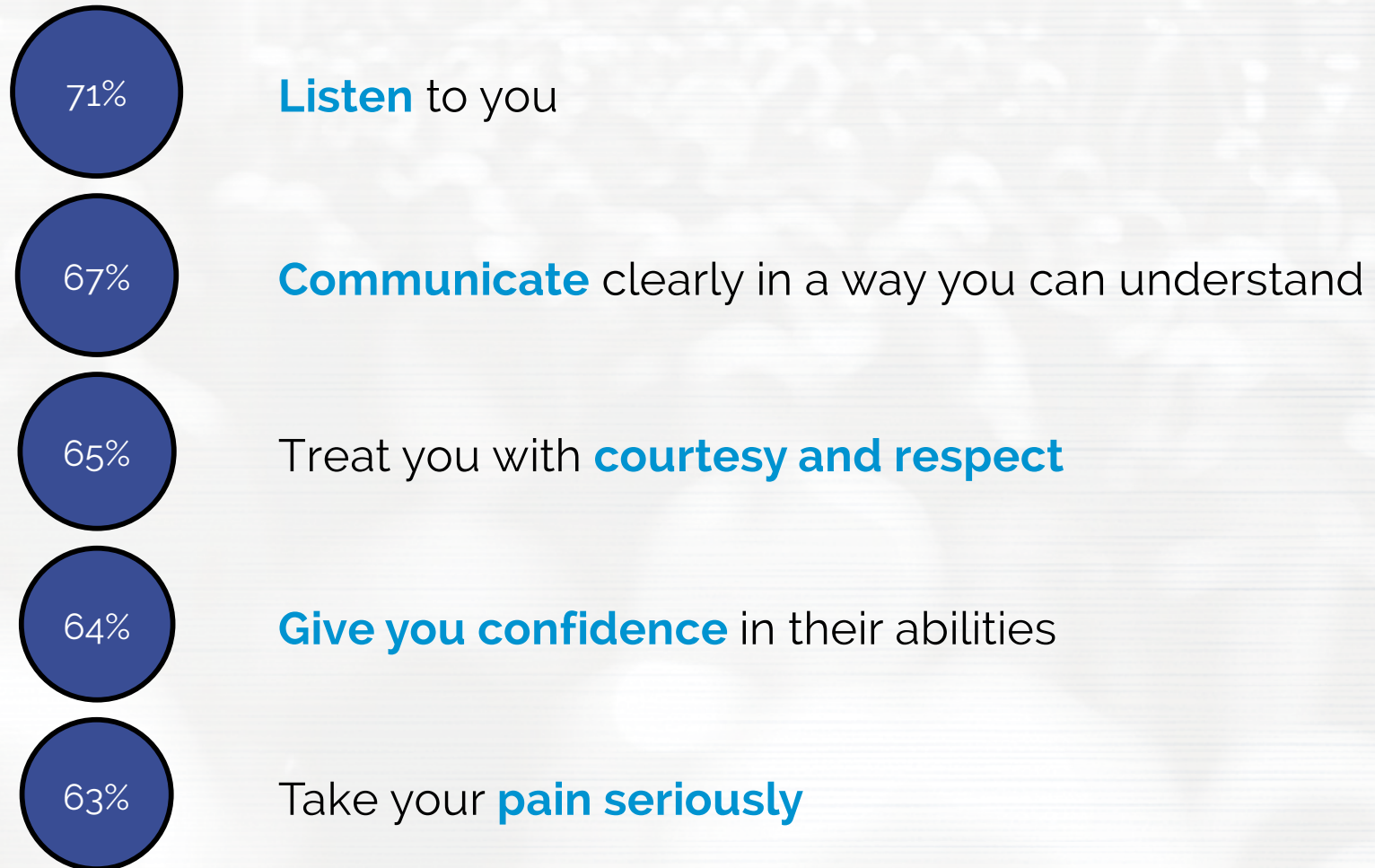
- Risk of data for the sake of data, i.e., we ask but don't act
- Ultimately episodic and hard to get a complete picture of overall experience
- Hard to pinpoint where to address issue and often causes reactive vs. systemic solutions



Measurement MUST move beyond what's the matter...
...to what **MATTERS**.

...and beyond core touchpoints...
...to the **TOTALITY** of what people experience in healthcare.

WHAT REALLY MATTERS: THE POWER OF "&"



Q: When you think about having a good patient/family experience, how important is it to you that the people providing your care do each of the following?/how important are each of the following? (n=2000)

Patient Experience is...

PARTNERSHIPS & CONNECTIONS

EMPATHY & COMPASSION

INDIVIDUAL & INSPIRING

Patient Experience is...

PARTNERSHIPS & CONNECTIONS



Doing TO



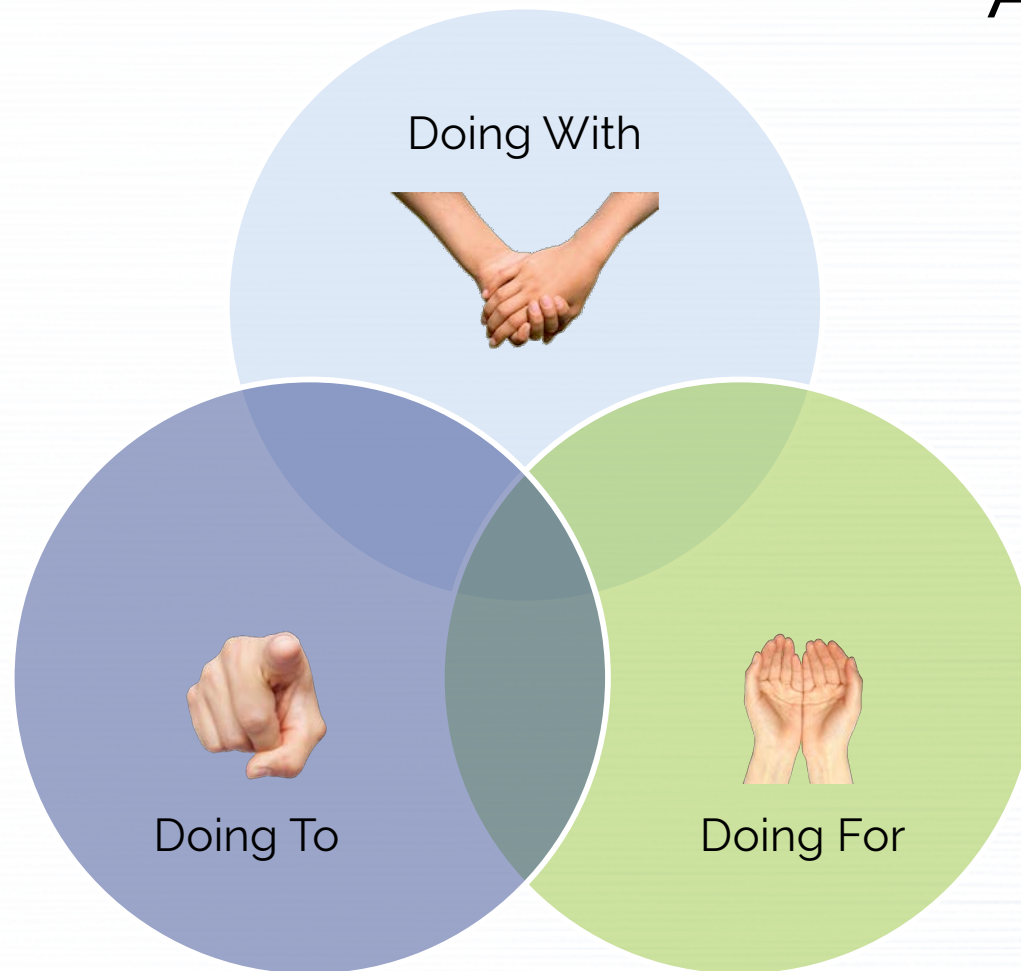
Doing FOR



Doing WITH



An Experience Lens



Christensen, 2018, *Why Am I doing This? Matching PX Efforts to Organizational Needs*

Patient Experience is...

PARTNERSHIPS & CONNECTIONS



I believe the more information that you have the more powerful you are...

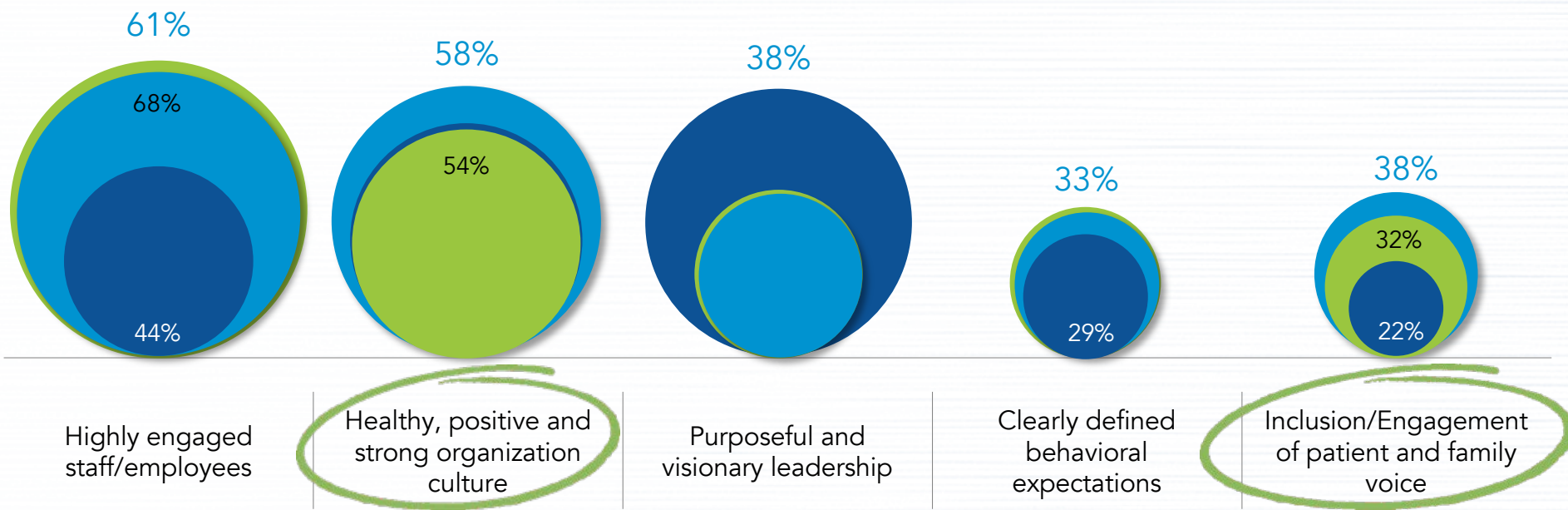


I was blessed to be assigned a doctor who embodies the definition of patient centered care. Dr. Shulman was someone I could be personally connected with...



I need to know you have my best interest at heart

Culture fasting growing focus in achieving positive PX



“Our values guide Everything We do”

Frimley Health NHS Foundation Trust

Committed To Excellence

- ✓ We make safety and quality a priority for ourselves and others
- ✓ We go the extra mile
- ✓ We strive to achieve our goals consistently to the highest quality standard, getting the basics right every time
- ✓ We have a positive attitude
- ✓ We set ambitious goals for ourselves
- ✓ We deliver what we promise
- ✓ We work hard to solve problems if things go wrong and make them right
- ✓ We take responsibility for our own performance and for bringing our values to life

“We are committed to excellence in everything we do, striving to be one of the best acute trusts in the country”

Working Together

- ✓ We are friendly, welcoming, courteous and caring
- ✓ We act fairly and compassionately
- ✓ We are open, honest and candid with others
- ✓ We treat other people as individuals and respond to their needs
- ✓ We respect others' privacy and dignity
- ✓ We listen and ensure we understand
- ✓ We encourage and support colleagues
- ✓ We work as part of one team with colleagues within and outside the Trust in support of patient needs

“We are working together as one team dedicated to meeting patient needs”

Facing The Future

- ✓ We challenge poor performance in others and expect to be challenged if our own performance is poor
- ✓ We are open to developing ourselves and constructive feedback
- ✓ We change things for the better
- ✓ We make best use of public money by being as efficient as possible
- ✓ We engage with others to improve how things are done
- ✓ We speak up if things could be done in a better way
- ✓ We see change as an opportunity not as a problem

“We are facing the future, continuously improving our performance and adapting services to meet demand”

Committed To Excellence Working Together Facing The Future

Frimley Health NHS Foundation Trust

Thank you!

97% of people taking part in the national survey said that they would recommend this hospital to family and friends

Patient Experience is...

EMPATHY & COMPASSION



Patient Experience is...

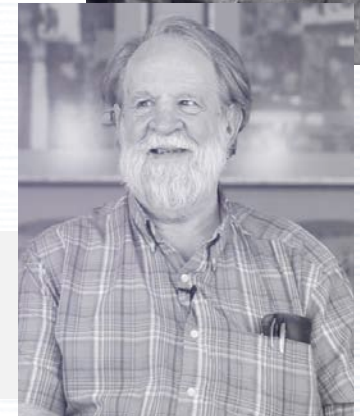
EMPATHY & COMPASSION



I had to rely on other people to provide that clinical expertise but also meeting our emotional needs in different ways.

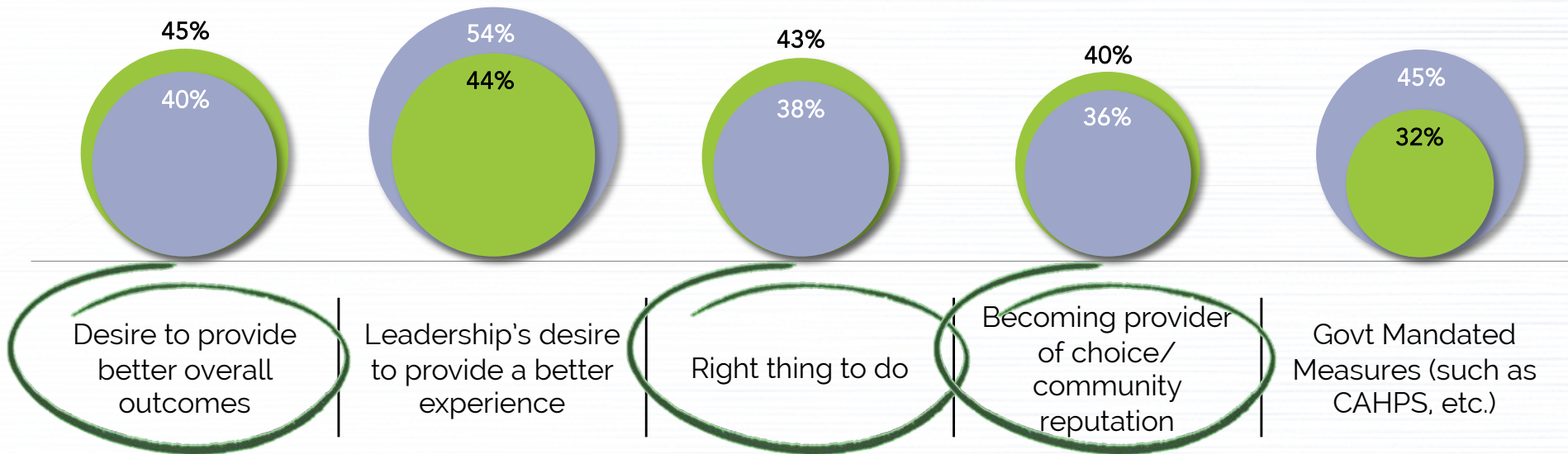
I think the first way you build a relationship with a patient is to build a strong foundation from the very first moment you meet them...you have to be a good communicator, you have to be compassionate.

For me it was really important that the doctors understood that this wasn't just about naming my disease and identifying a treatment, it was also about the whole me and all the implications.



Motivation Returns to Purpose

% 2019
% 2017



Please select the top three (3) factors that are driving your organization toward taking action on Patient Experience.



Patient Experience is...
INDIVIDUAL & INSPIRING

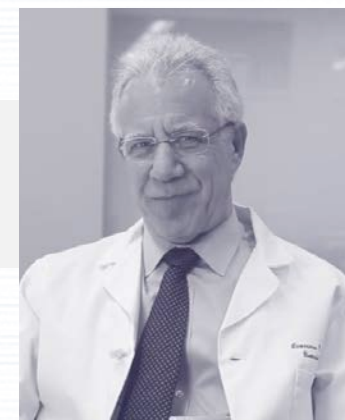
hello my name is...


N of ONE

Patient Experience is...

INDIVIDUAL & INSPIRING

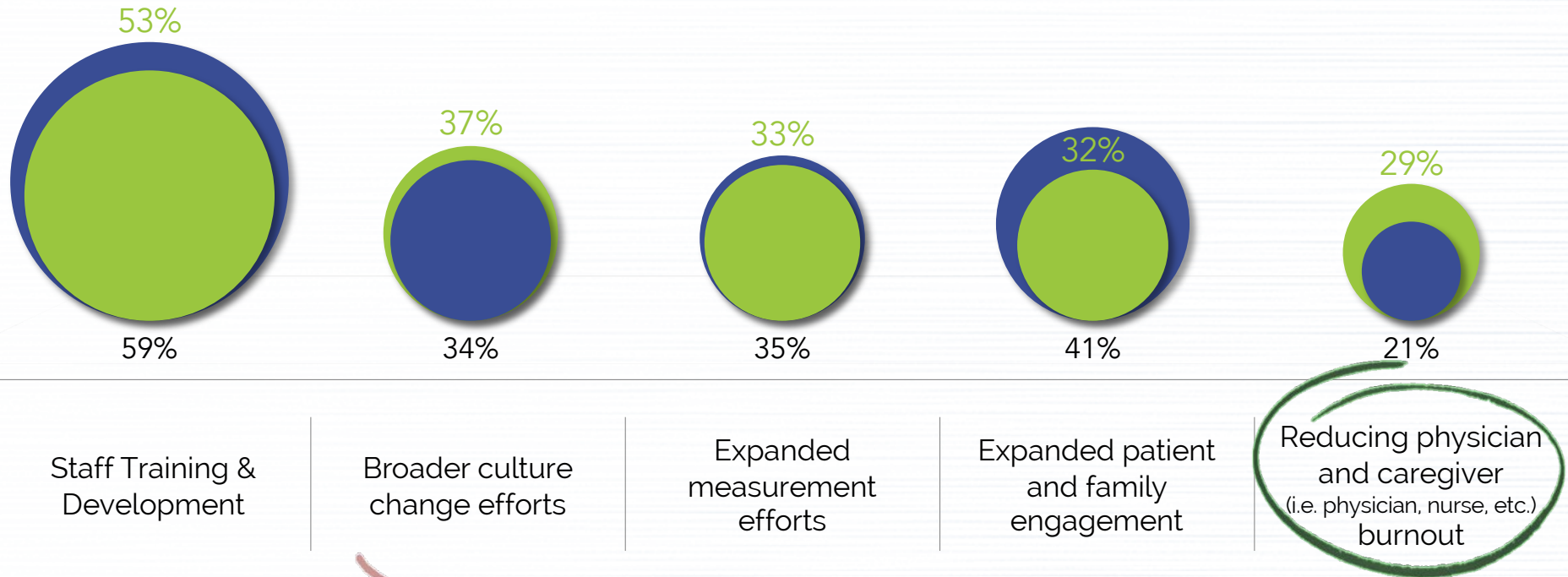
We are all individual human beings and that's an individual experience, physician to patient, and it's different every time



He treated me like a human, like a normal person, I wasn't just another patient he was seeing, I was Victoria, and I loved that about him...for me it was life changing.

Investment Growing in Caring for the Caregiver

% 2019
% 2017



Identify the top three (3) items in which you expect your organization to invest, either as a new effort or with additional resources, over the next three years to advance patient experience improvements.



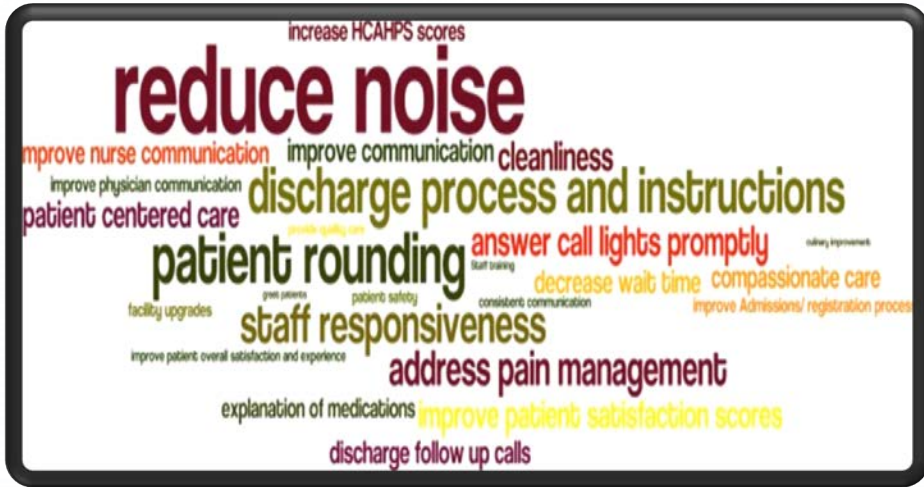
MOVING TO THE FUTURE OF EXPERIENCE

Never doubt that a small group
of thoughtful, committed citizens
can change the world.

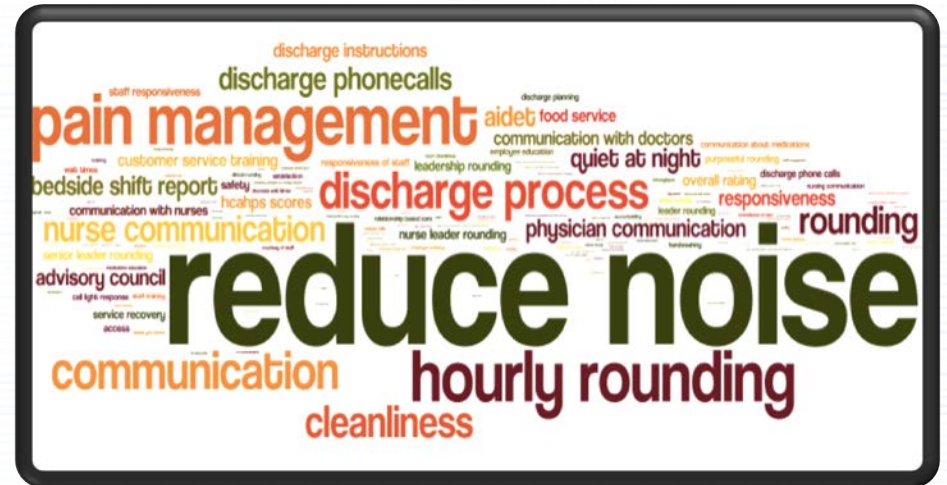
Indeed, it is the only thing that ever has.

- Margaret Meade

2011: Tactical Beginnings



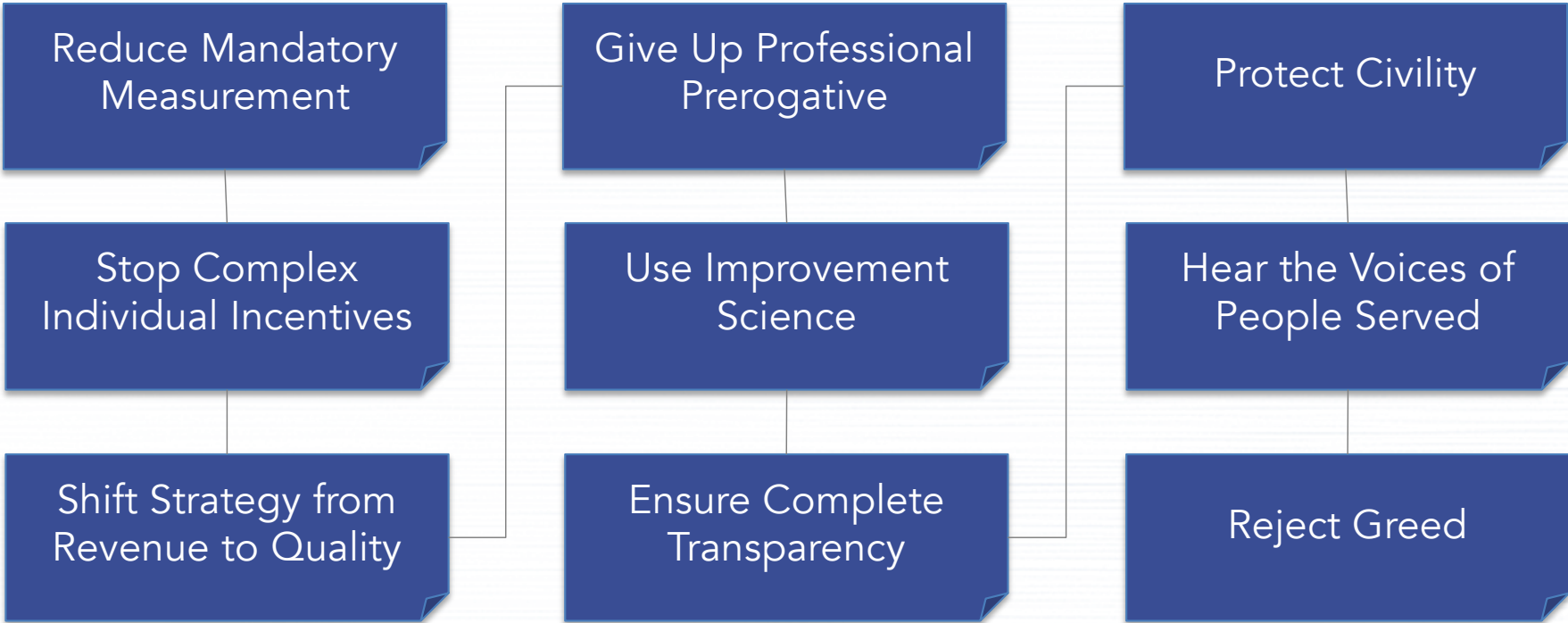
2013: Survey domains



2019: Broadening Perspective



Reflecting on Era 3



The Moral Era → The **EXPERIENCE** Era

The EXPERIENCE Era

- Acknowledge Experience is a GLOBAL Movement
- Recognize Experience Encompasses ALL We Do
- Remember in Experience ALL Voices Matter
- Focus on Value from the Perspective of the Consumer

- Ensure Transparency for Accessibility & Understanding
- Measure & Incent What Matters
- Share Wildly & Steal Willingly
- Reignite our Commitment to Purpose

Wolf, Jason A. PhD (2016) "The experience era is upon us," *Patient Experience Journal*: Vol. 3: Iss. 2.
Available at: <http://pxjournal.org/journal/vol3/iss2/1>

Patient Experience is...

PARTNERSHIPS & CONNECTIONS

EMPATHY & COMPASSION

INDIVIDUAL & INSPIRING



Changing healthcare by ensuring an
unwavering commitment to the
HUMAN EXPERIENCE

We may not be able to control the world,
but we all have the ability
to impact the human experience!

- Kristen Terlizzi



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And if we are going to most effectively measure, we MUST measure for ACTION

Is it time for AND is it possible to identify...
GLOBAL EXPERIENCE MEASURES?

In a game of either/or we work
against our collective success, so...

We must ALWAYS strive for...
the **Power of "&"**

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