




#ToCareIsHuman

Patient Experience: The New Strategic
Heart of Healthcare

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If you find it in your heart to care
for somebody else,
you will have succeeded.

- Maya Angelou

care

(noun): 1. suffering of mind
2. painstaking or watchful attention

(verb): 1. to feel interest or concern

Human beings caring for human beings.



Community



THE BERYL
INSTITUTE

COMMUNITY OF PRACTICE

Over 55,000 people representing
more than 75 countries

BODY OF KNOWLEDGE

15 Domains, developed by the community, that
frame the core knowledge framing PX



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

RESEARCH

Open-access, peer-reviewed content accessed
11000 times/month in over 200 countries & territories

PROFESSIONAL CERTIFICATION

Certified almost 1000 professionals globally and
sole accrediting body for PX Continuing Education



The Beryl Institute is a **global community** that **builds the capacity of organizations** to elevate the human experience in healthcare and **develops individuals** who impact experience excellence.

Human experience is grounded in the patient & family experience and integrates the experiences of healthcare staff and the communities they serve.



What is Patient Experience?



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...**



Engagement, activation & centeredness

Patient & Family Engagement

Patients, families, their representatives, and health professionals working in active partnership at various levels across the health care system—direct care, organizational design and governance, and policymaking—to improve health and healthcare.

K.L. Carman, T.A. Workman, Engaging patients and consumers in research evidence: Applying the conceptual model of patient and family engagement, *Patient Educ Couns* (2016), <http://dx.doi.org/10.1016/j.pec.2016.07.009>

Patient Activation

An individual's knowledge, skill, and confidence for managing their health and health care.

Hibbard JH, Stockard J, MahoneyER, Tusler M. Development of the Patient Activation Measure (PAM): conceptualizing and measuring activation in patients and consumers. *Health Serv Res*. 2004;39(4 Pt 1): 1005–26.

Patient- and Family-Centered Care

An approach to the planning, delivery, and evaluation of health care that is grounded in mutually beneficial partnerships among health care providers, patients, and families.

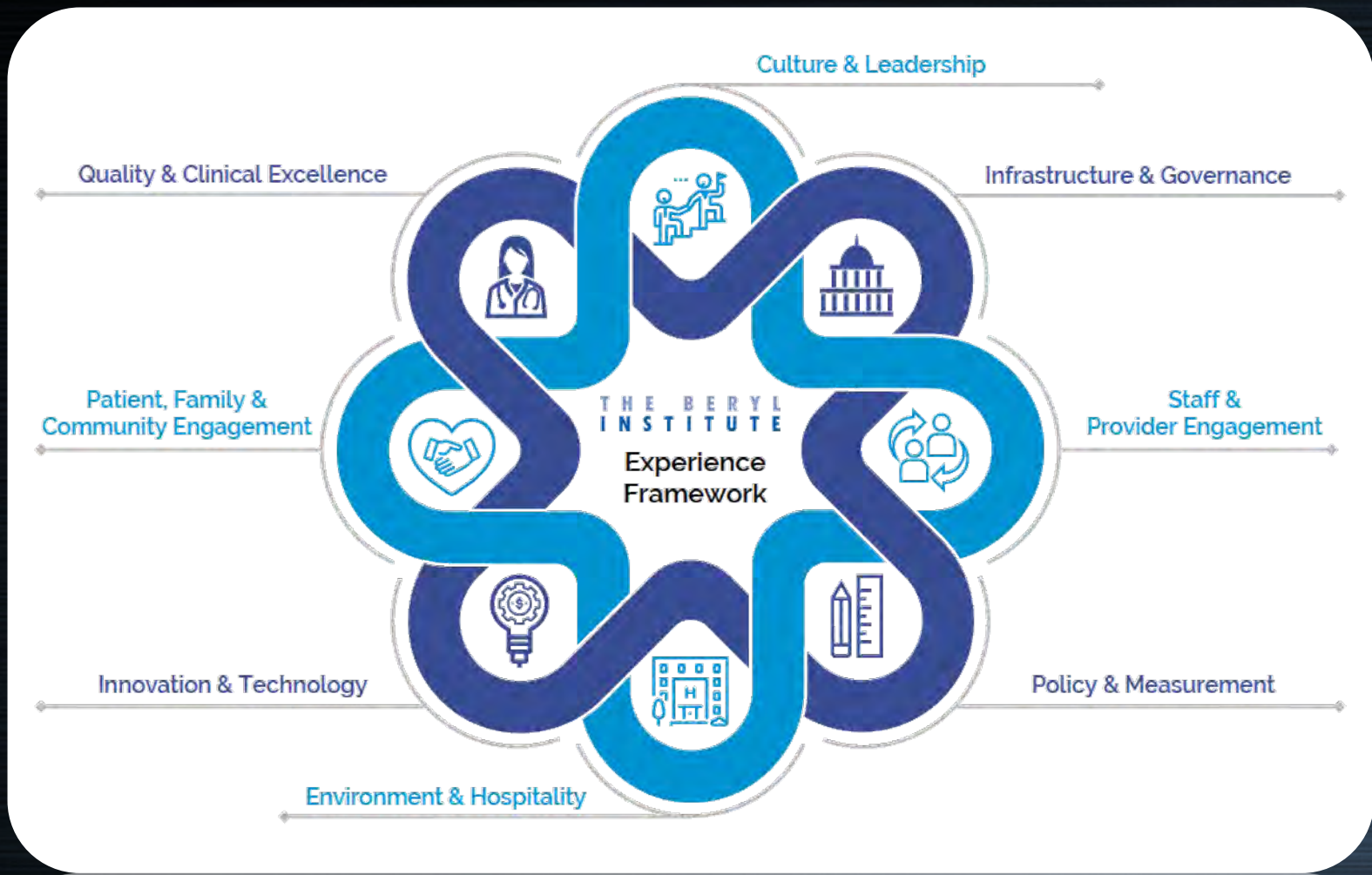
Institute for Patient- and Family-Centered Care









An Integrated Perspective



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

- The Beryl Institute



Strategic Lenses	Why
 Culture & Leadership	<p>The foundation of any successful experience effort is set on who an organization is, its purpose and values, and how it is led.</p>
 Patient, Family & Community Engagement	<p>Central to any experience effort are the voices of, contributions from and partnerships with those receiving care and the community served.</p>
 Staff & Provider Engagement	<p>Caring for those delivering and supporting the delivery of care and reaffirming a connection to meaning and purpose is fundamental to the successful realization of a positive experience.</p>
 Environment & Hospitality	<p>The space in which a healthcare experience is delivered and the practices implemented to ensure a positive, comfortable and compassionate encounter must be part of every effort.</p>
 Quality & Clinical Excellence	<p>Experience encompasses all an individual encounters and the expectations they have for safe, quality, reliable, and effective care focused on positively impacting health and well-being.</p>
 Infrastructure & Governance	<p>Effective experience efforts require both the right structures and processes by which to operate and communicate and the formal guidance in place to ensure sustained strategic focus.</p>
 Innovation & Technology	<p>As a focus on experience expands, it requires new ways of thinking and doing and the technologies and tools to ensure efficiencies, expand capacities and extend boundaries of care.</p>
 Policy & Measurement	<p>Experience is driven and influenced by external factors and systemic and financial realities and requires accepted and understood metrics to effectively measure outcomes and drive action.</p>

How Experience is Viewed





<http://bit.ly/PtExpConsumerStudy>

Research Partner  Catalyst
healthcare research

www.theberylinstitute.org



6 of 10
believe the patient experience is
extremely important



3 of 10
believe the patient experience is
very important

Q: Overall, how important is it to you that you have a good patient experience? (n=2000)



My **health and wellbeing** are important to me
78%

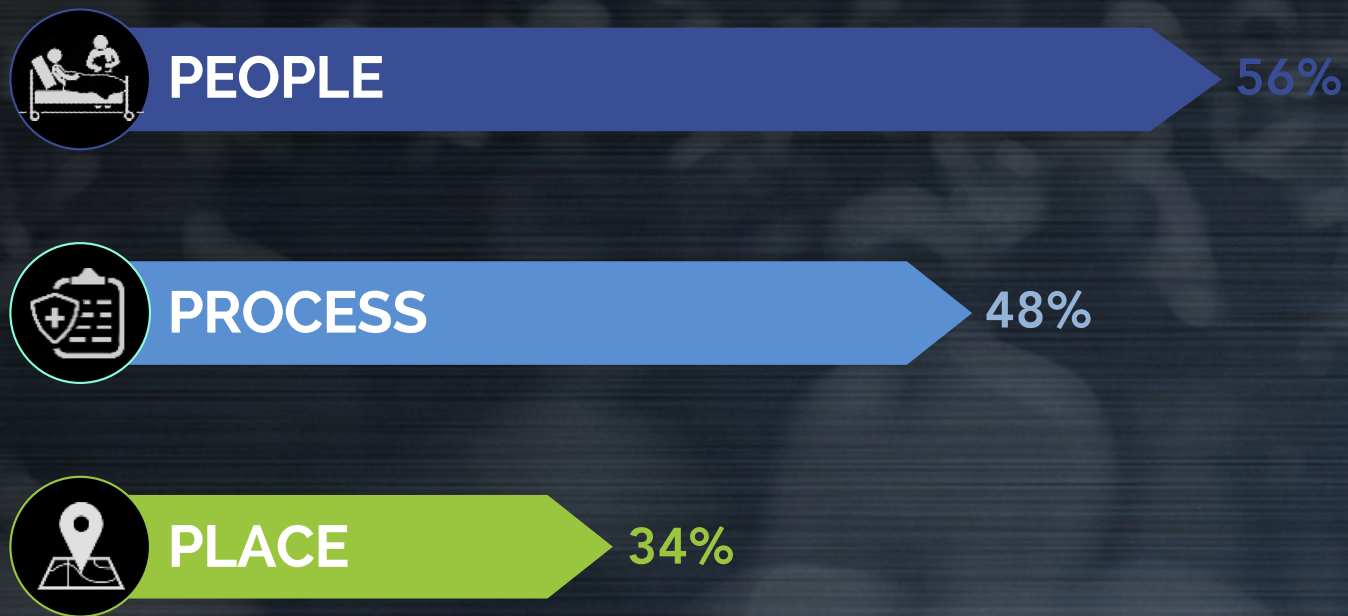


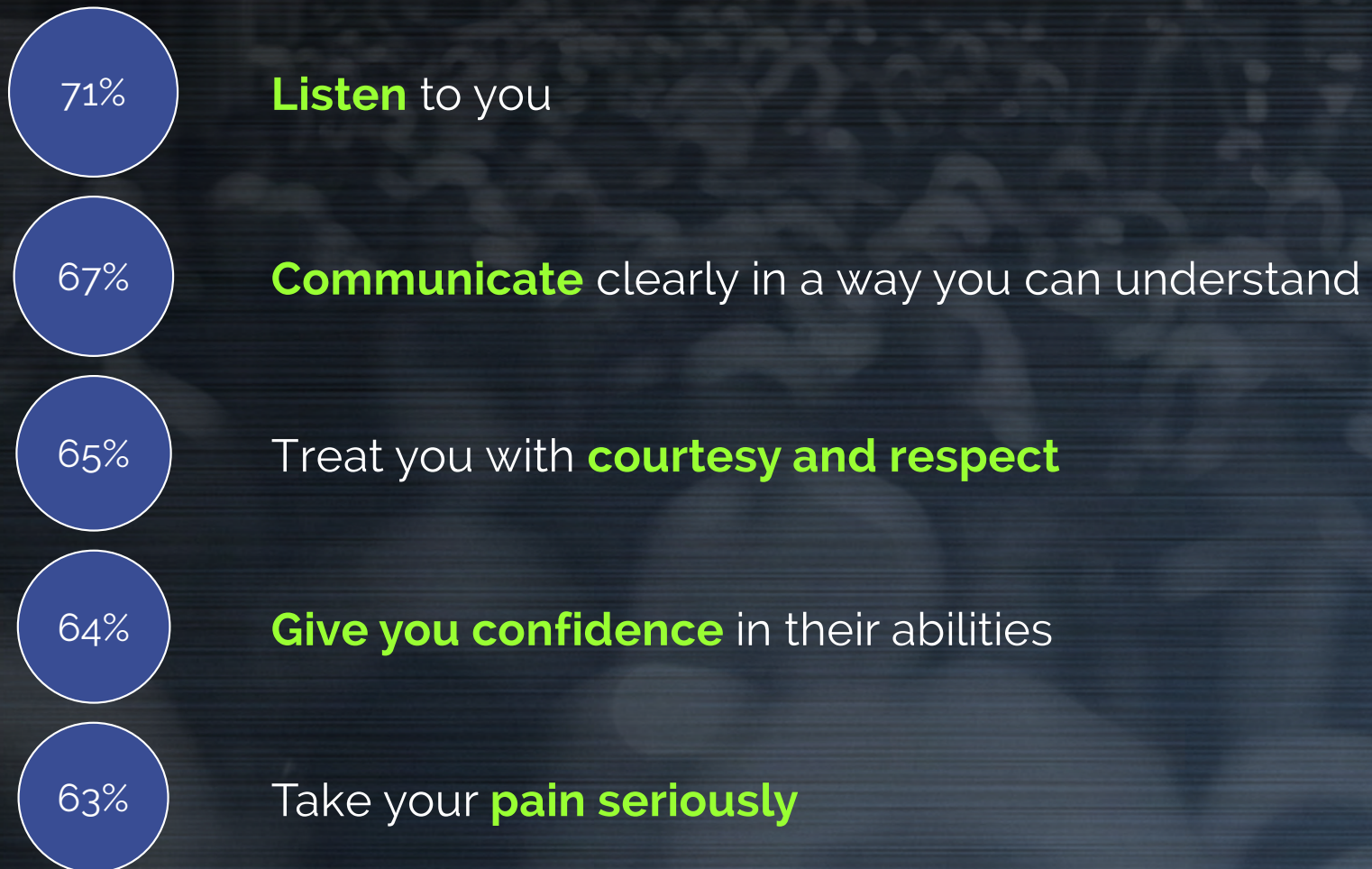
I want/deserve to be treated with **respect**
68%



Will influence how I make healthcare **decisions**
51%

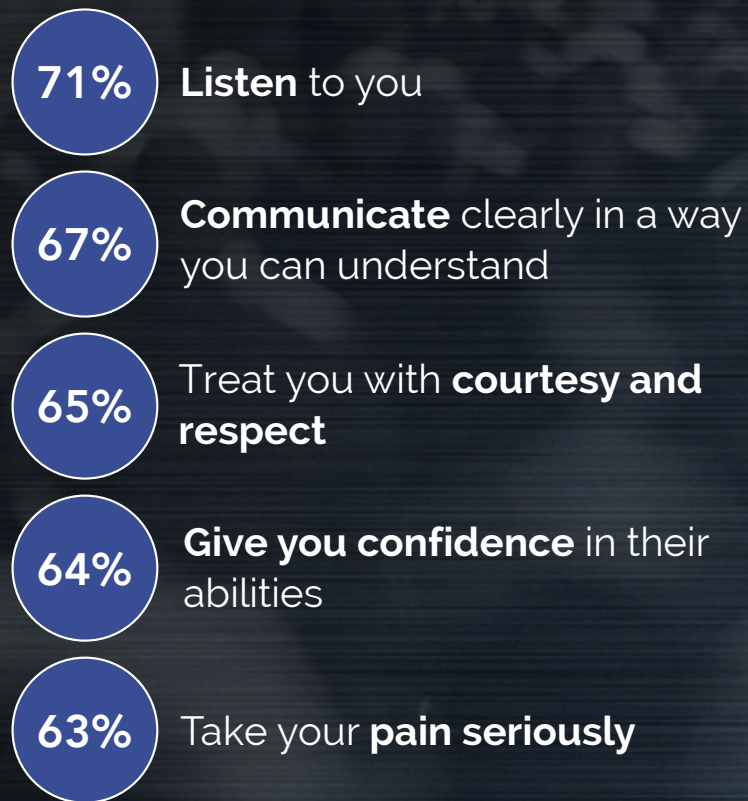
Consumer Priorities





What Shapes Experience

Highest Ranked



Lowest Ranked

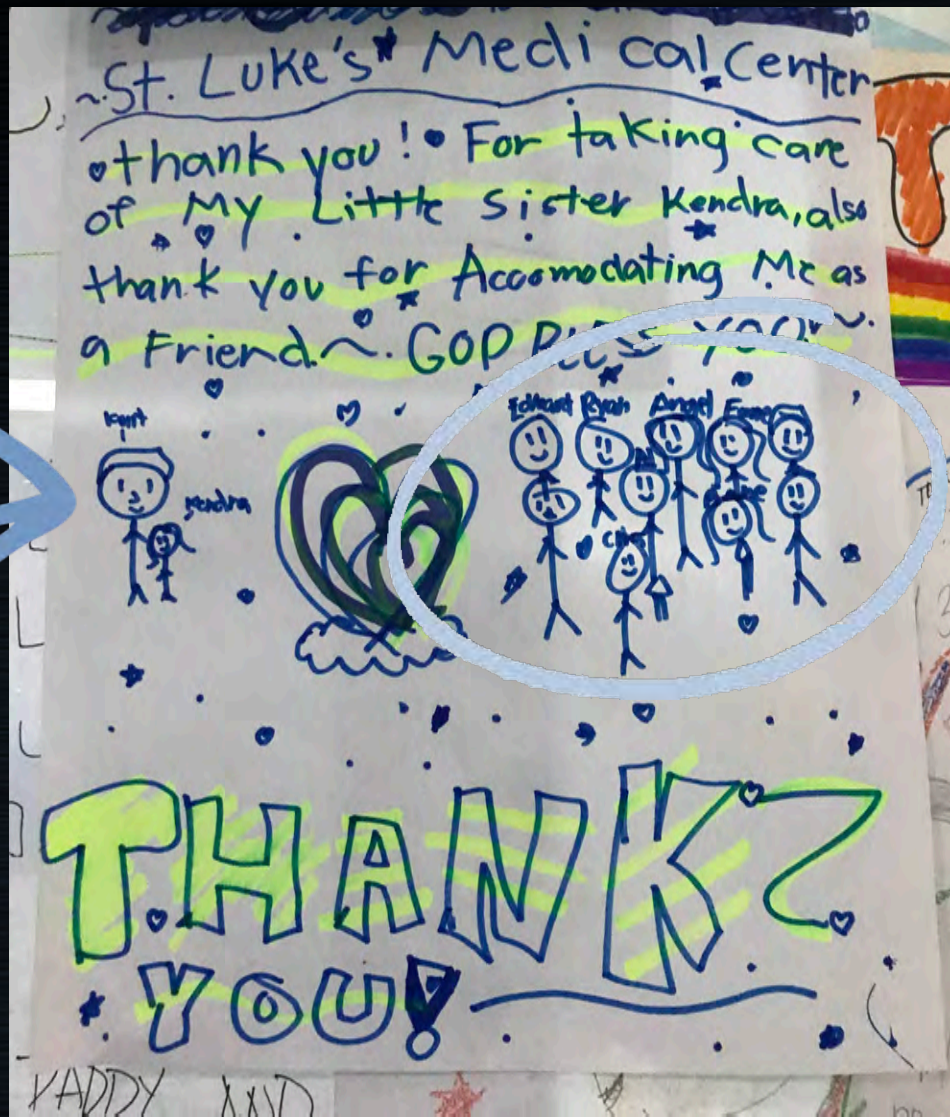




Q: Think of a specific time when you or someone you know had a good (or positive) patient experience. What words or phrases would you use to describe this experience? (n=2000)

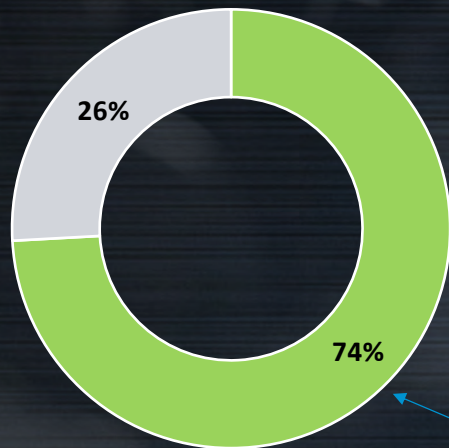


Impact of Patient Experience



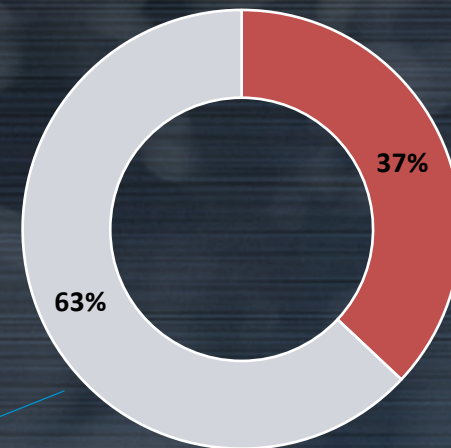
Positive Experiences are Lasting

Have you or someone you know recently had a **positive patient experience?**



■ Yes ■ No

Have you or someone you know recently had a **negative patient experience?**



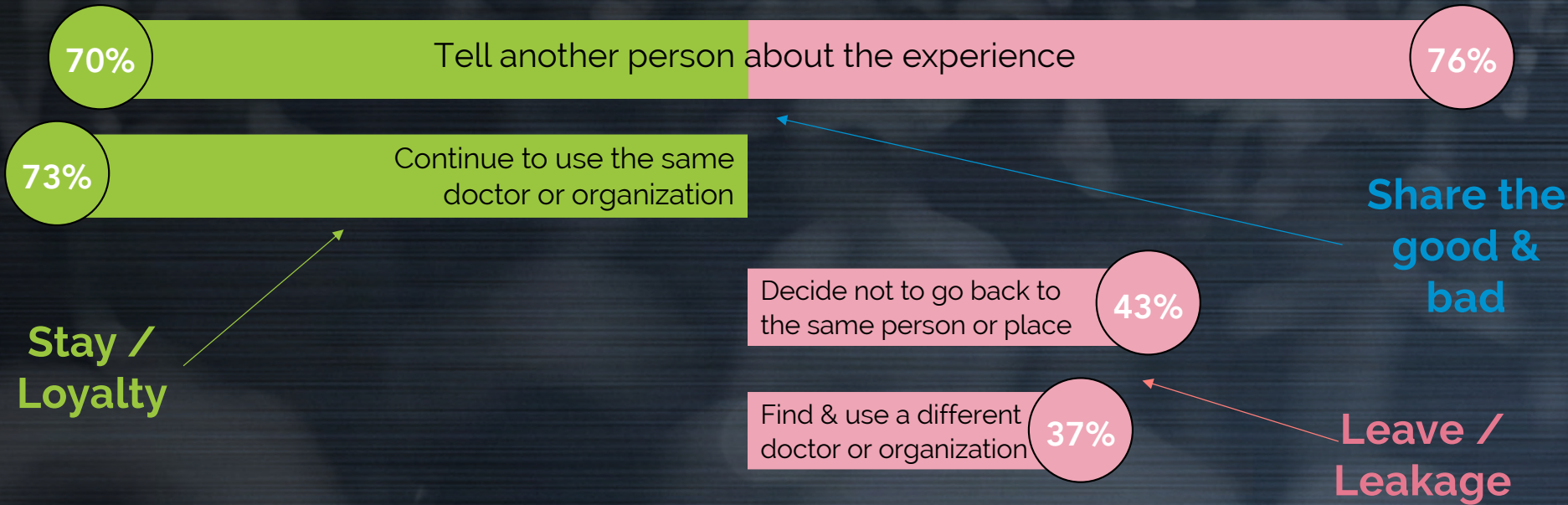
■ Yes ■ No

2X

Experience Has Tangible Implications

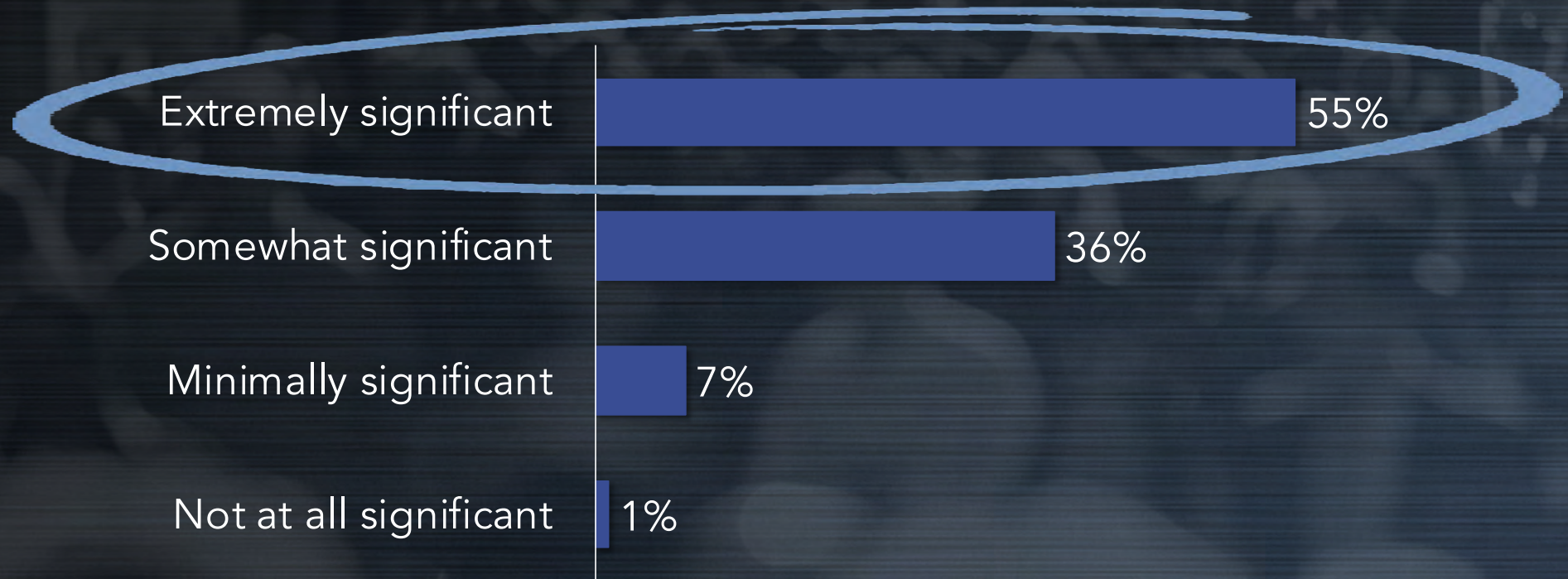
Positive experience

Negative experience

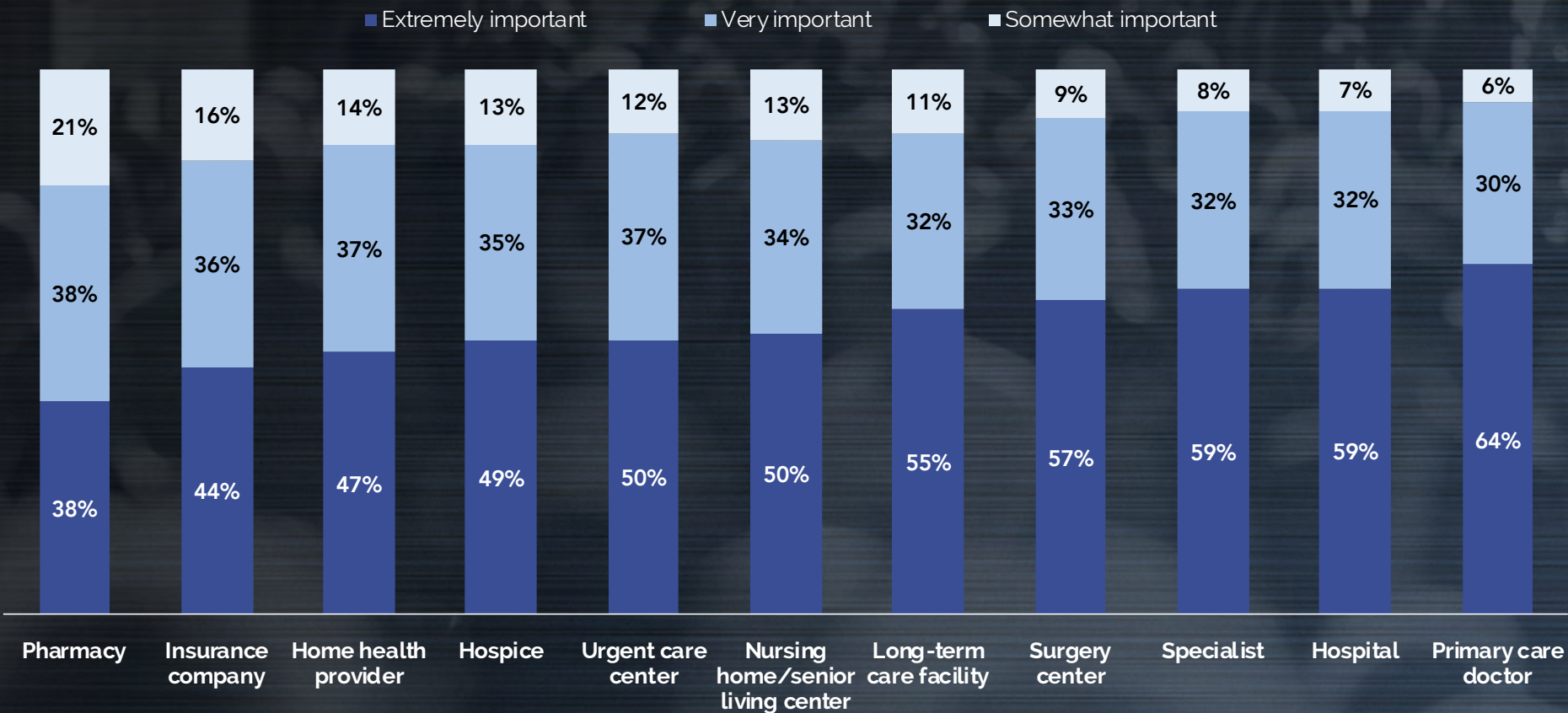


Q: As a result, did you/did they do any of the following? [Check all that apply.] (n-1235)
Q: As a result, did you/did they do any of the following? [Check all that apply.] (n-628)

PX Significant to Healthcare Choices



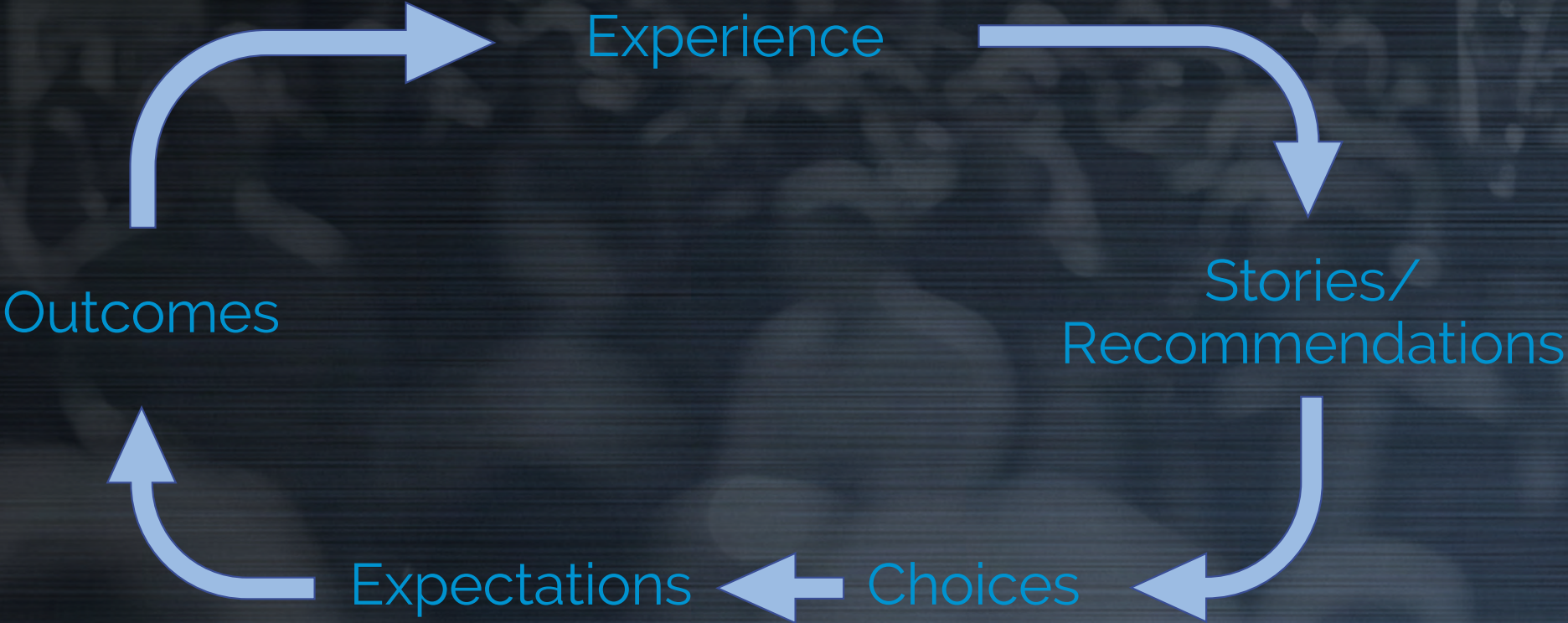
PX Important in Decisions Across the Continuum of Care



Recommendations & Referrals Lead Healthcare Decision-making



A Cycle of Experience



Why Experience Matters

TO CARE IS HUMAN:

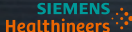
The Factors Influencing Human Experience in Healthcare Today

JASON A. WOLF, PH.D., CPXP, PRESIDENT, THE BERYL INSTITUTE



THE BERYL
INSTITUTE

<http://bit.ly/ToCareisHuman2018>

With the support of  SIEMENS
Healthineers

www.theberylinstitute.org

Two main study groups:

General Patient Experience Community (n = 1478)
19 countries represented (84% US / 16% non-US)

High Performing Units/Departments (n = 294)
US only, identified by performance on the HCAHPS Survey overall
rating question

General Respondents

High Performers



The Fundamentals of Human Experience

Core Elements

- Establish clear **communication** processes
- Treat people with **courtesy and respect**
- Provide opportunity for a patients to ask **questions**
- Commit to **understanding patients needs** and preferences
- **Take pain seriously** and manage in a responsible way
- Clear plan and **coordination of care** during and between encounters
- **Quality/safety** practices evident reinforcing confidence in abilities
- Ensure a healthcare environment that is **clean and comfortable**

Patient, Family &
Community Engagement

Quality & Clinical Excellence

Environment & Hospitality

Plus...

Staff & Provider Engagement

- **Teamwork** among the care team
- **Engagement** level of employees
- Clinical **team well-being**
- **Commitment of leadership** to experience efforts

Culture & Leadership

Infrastructure & Governance

- **Ease of access** to care
- The ability to **schedule** an appointment or procedure within a reasonable time period
- A **discharge/check out process** in which your treatment plan and/or next steps in care are clearly explained



EXPERIENCE



EXPERIENCE →



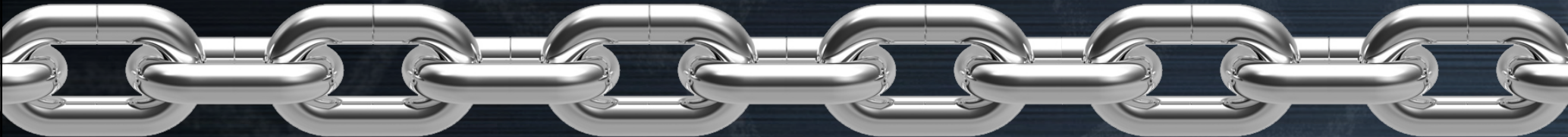
To what extent do you believe your existing Patient Experience efforts have a positive impact on each of the following? (Somewhat + Great Extent)

The New Heart of Healthcare



Changing healthcare by ensuring an
unwavering commitment to the
HUMAN EXPERIENCE

Transactional



↑
Relational

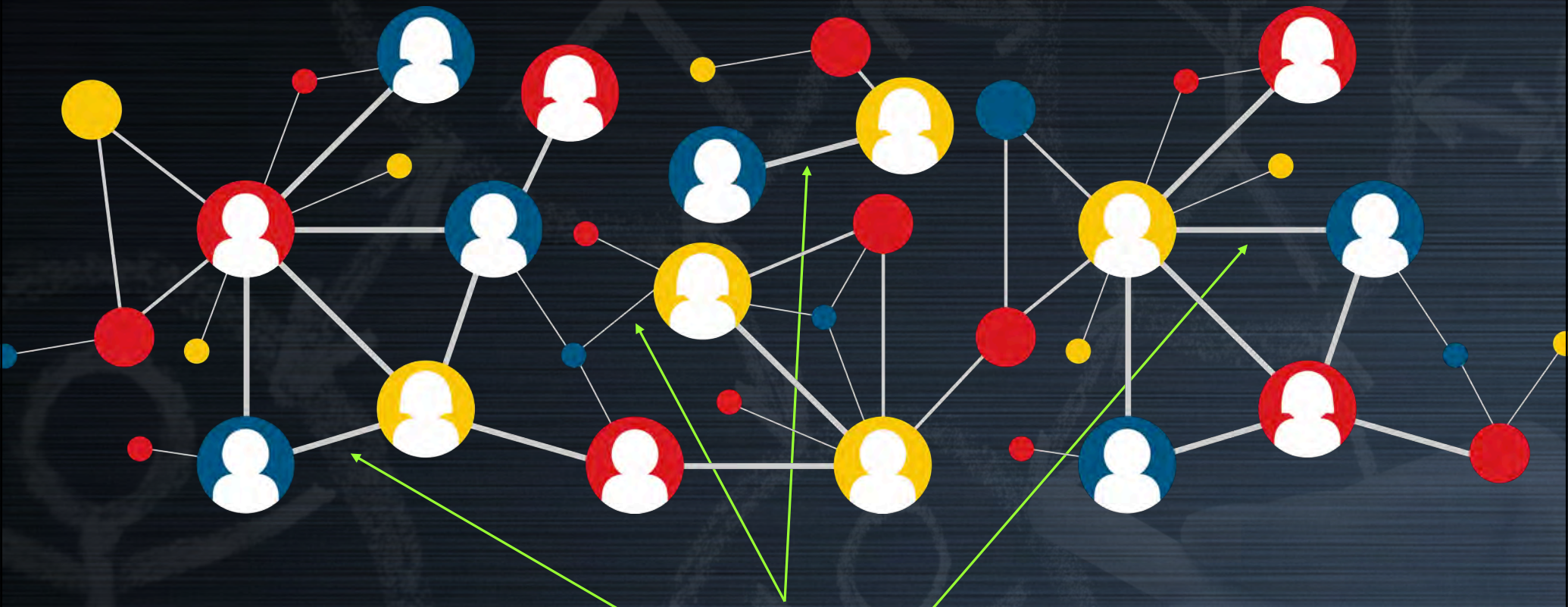
↑
Relational

↑
Relational

↑
Relational

↑
Relational

Relational



Transactions

Leadership Building Blocks



Experience drives the **fundamental results** we look to achieve.

Interactions are the **point where experience happens...**

Good choices are the seed of every **positive interaction**.

Culture serves as the lens through which **good people make good choices**.

Build **vibrant cultures...**

Engage the **best people** to make up our organization,

*Wolf, Why the Organizations We Build Are the Engine for Experience Excellence,
September 2016, ATD Health Blog*

...and evidence-based tactics for all

- Right people
 - Identifying/understanding patient & family expectations
 - Avenues for collecting patient/family voice
 - Advisors & GPFACs
 - Real-time data collection
 - Whiteboards/communication processes
 - Rounding
 - Hourly, Team and Leadership
 - No passing zones/all call
 - Medication info cards/sheets
 - Care plans
- Bedside handoffs
 - Post visit follow-up/care transitions and more...
- Plus a focus on
- Amenities
 - Food
 - Parking
 - Environment
 - Cleanliness
 - Noise





N of ONE

Elevating Compassion

when those feelings and thoughts include the desire to help

Taking action
I walk with you.



Ensuring Empathy

our ability to take the perspective of and feel the emotions of another person

Understanding
I feel the way you walk.

The human capacity to care for others isn't something trivial or something to be taken for granted. Rather, it is something we should cherish.

Compassion is a marvel of human nature...

- Dalai Lama





simple • clear • understandable
is not always
easy • trouble-free • painless



Choice...







Unless someone like you cares a whole awful lot,
Nothing is going to get better. It's not.
-DR. Seuss, *The Lorax*

Human beings *caring* for human beings.



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