Office of the Patient Experience

New Provider Orientation: 2020
Defining “the Patient Experience”

- “A great patient experience comes from more than just the patient-clinician interaction; it’s influenced by everyone and everything within a health system, from the admitting clerk to a clean room—it’s influenced by the entire health system’s infrastructure.”
Why is Patient Satisfaction Important?

• Identifies strengths and opportunities

• Team and individual recognition

• Indicator of quality of care and service provided by providers and hospital staff

• Patients have options (www.hospitalcompare.hhs.gov)

• Reimbursement is now based off of patient satisfaction
The Office of the Patient Experience

We Are…
• Patient Experience Coaches
• Guest Services
• Patient Education Specialists
• Interpreter Services
• Spiritual Services
• Patient Relations Specialists
• Patient Experience Data Analytics

➢ Here to support You!
We Are… Patient Experience Coaches

- Compassionate, Connected Care (C3)
- Appreciative Coaching
- Provider Communication Program
- Excellence Every Time
- Patient Family Advisory Board
The Provider Communication Program is available to all physicians, advanced practice providers (APP), physician assistants (PA), Fellows, and advanced registered nurse practitioners (ARNP) within University of Iowa Health Care.

**About the Program**

A worthwhile investment
This program teaches a series of techniques including how to:
- Save time during patient encounters
- Set clear agendas with patients for more effective partnership on shared goals and treatment plans

Improving patient experience and outcomes
We know the impact quality communication has on information sharing and the efficacy of the patient-provider relationship. Helping patients with compassion in what can be their most vulnerable times takes our care to the next level.

Advancing together
Your commitment to quality patient and family care is greatly appreciated. We are excited to offer this program and look forward to your participation and feedback.

**Program Components**

- **Workshop**
  - One 5-hour provider communications workshop, delivered by our own Care expertly-trained UI Health providers who will facilitate and guide these interactive, small group sessions.
  - Participants will receive up to 4.50 AMA PRA Category 1 credits.

- **One-on-one Coaching**
  - Customized coaching at 30 days post-workshop and again at 60 days post-workshop. Your Patient Experience coach will partner with you, work with you to schedule observations of your patient encounters and offer individualized coaching to help refine skills learned during the workshop.

**Sign up in Employee Self Service**

In My Training course #“PROCOM” or search by title, “Provider Communication Program”

Sessions will be offered throughout the year.
Provider Communication Program

Our Facilitator Team

Caryn Berkowitz, MD
Erin Crocker, MD
Jen Jungen, MPAS, PA-C
Kelly Skelly, MD
Marcy Rosenbaum, PhD, Lead Facilitator
Rachel Maassen, MD, MBA
Theresa Brennan, MD, FACC
Alan Gunderson, MD
Eyad Hanna, MD, MME
Vicki Kijewski, MD
Tony Brenneman, PA-C, SW
Sonia Sugg, MD
Kelly Ward, MD
Kipton Pedersen, OPE Program Lead

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Skill Set #1:

Beginning:

• Create rapport quickly
• Elicit the list of **ALL** items
• Negotiate the agenda
Question:

Why are the first few seconds of an encounter so important?
Skill Set #2

Relationship-Centered:

• Open the conversation
• Explore perspectives
• Name emotions/respond with compassion
PEARLS

• Partnership
  – “Let’s work together on this.”

• Emotion
  – “I can’t imagine how frustrating this is for you.”

• Apology
  – “I’m sorry to hear how difficult this is.”

• Respect
  – “I give you a lot of credit for getting through this.”

• Legitimization
  – “Most people in your position would feel the same way.”

• Support
  – “I’m going to stick with you through this.”

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## Empathic Statements

### Save Time

<table>
<thead>
<tr>
<th></th>
<th>Addressed emotional cues</th>
<th>Did NOT address emotional cues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internists</td>
<td>17.6 min visits</td>
<td>20.1 min visits</td>
</tr>
<tr>
<td>Surgeons</td>
<td>12.5 min visits</td>
<td>14 min visits</td>
</tr>
</tbody>
</table>

Skill Set #3

Shared Decision-Making:
- Signpost
- Using plain language
- Incorporating patient perspective
- Chunk & Check
- Assess understanding
Share Information

AVOID JARGON

• Antihypertensive med
• Hypoglycemia
• Topical
• PRN
• Aggravate
• Positive test result
• Edema
• Benign

USE PLAIN LANGUAGE

• Blood pressure pill
• Low sugar
• On the skin
• When you need it
• Make worse
• You have X
• Swelling
• Not harmful, not cancer
Better Outcomes for Patients

- Diabetes
- Blood Pressure
- Pain management
- Adherence to medications
- Satisfaction with care
- Relief of suffering

Better Outcomes for Clinicians & Teams

- Engagement
- Satisfaction
- Workload stress
- Medical malpractice
- Team collaboration
- Quality and safety

Patient Experience Coaches

Kip Pedersen
Lead Patient Experience Coach

Josh Paxton
Patient Experience Coach

Tera Kringle
Patient Experience Coach

Sam Perkins
Patient Experience Coach

Niko Iben
Patient Experience Coach
We are...

Patient Relations Specialists

• Liaison between UIHC providers, staff, and patients

• Neutral party presence

• Offer service recovery when we miss the mark as a measure of goodwill

• Offer consultations for problem solving

• Recapture and preserve the relationship for future care
Patient Relations Specialists
Office of The Patient Experience

Kathy Courtois  Allison Wright  Carol McElaney  Julie Lensing  Mairin Burke
What is a Complaint?

• Concern expressed by a patient or a patient’s family representative regarding dissatisfaction with their care or service at UI Health Care

• Immediately resolved by staff present that meets the patient’s satisfaction and no further follow-up is needed

• Examples:
  – Communication between service providers on an inpatient unit
  – Disagreement with treatment plans
  – Cleanliness
  – Delay in testing or clinic wait times
  – Nursing concerns
What is a Grievance?

• Patient care issues not promptly resolved by staff present
  – Is postponed for later resolution
  – Is referred to other staff for later resolution
  – Requires investigation
  – Requires further action for resolution
  – Communicated in writing
  – Requested to be filed formally
  – Requesting a written response

• Complaint that involves Centers for Medicare and Medicaid Services (CMS) conditions of participation
  – Patient abuse, neglect or harm
  – Medicare beneficiary complaints

• Medicare beneficiary complaints r/t rights and limitations, including billing issues
Grievance Response

• Office of The Patient Experience **ALWAYS** needs to be involved
  – Written or Verbal acknowledgement of grievance provided within 5 working days of receipt of grievance
  – If sent directly to Mr. Gunasekaran, Director of OPE is identified to respond in the acknowledgement

• CMS requires a 7 day resolution or progress report from acknowledgement

• Ad Hoc meetings as necessary
  – Physician, Legal, Nursing, OPE, Financial services, etc.
Grievance Response Procedure

• Patient Relations Specialist will investigate the grievance
  – Physician involved with be contacted
  – Timeliness of response is critical
  – Determine risk management review

• Response letter includes
  – Who was responsible for reviewing
  – Steps taken to review
  – Outcome of review
  – Potential corrective actions
  – Regulatory information if needed
  – Thank you-- ALWAYS

• Dissatisfaction with outcome
  – Contact information for Iowa Department of Inspections and Appeals & Joint Commission
Thank You!

Office of The Patient Experience
Alex Nance – Director

PX Coaches
Kip Pedersen, Niko Iben, Tera Kringle, Josh Paxton, Sam Perkins

Patient Relations Specialists
Kathy Courtois, Mairin Burke,
Julie Lensing, Carol McElenny, Allison Wright

CC 102 General Hospital (1st Floor, Elevator B)
Phone: 319-356-1802