Readiness Rounds

HOW TO CONTINUOUSLY IMPROVE PATIENT SATISFACTION

AS THE HEALTHCARE INDUSTRY EVOLVES



CONTINUOUSLY IMPROVE PATIENT SATISFACTION IN AN EVER-CHANGING INDUSTRY



The healthcare industry is a dynamic, ever-changing entity, so how do we not only continue to serve our patients but *improve* their care? It can be difficult to conceive of implementing improvement efforts towards patient satisfaction especially with the recent and potential changes to healthcare.

This guide is for all hospital administrators and staff looking for easy and affordable ways to improve patient satisfaction, who are also apprehensive about the recent election results, the fate of the ACA, and the implementation of the new TJC risk scoring method.

This guide will offer some simple tips and strategies to use to improve and sustain patient satisfaction in the current climate.
We will share:

- 4 COMMON HURDLES AND HOW TO OVERCOME THEM
- 3 SIMPLE STRATEGIES YOU CAN USE NOW
- 1 THING THAT CAN SET YOUR FACILITY APART



Debunking the commonly cited hurdles of patient satisfaction...

Understanding a few fundamentals of patient experience and patient satisfaction is an important component of implementing a successful and sustainable approach.

4 COMMON HURDLES AND HOW TO OVERCOME THEM

We have found that improving patient satisfaction falls through the cracks for several reasons.

Hurdle No. 1: Relying on a 'Silver Bullet'

Believing that there is just one 'silver bullet' is a common misconception. There is no single strategy, program or approach that will magically produce scores in the top quartile. Patient satisfaction increases when many factors, working together, combine. The first step is to develop a holistic approach, then prioritize performance improvement initiatives.

Hurdle No. 2: Relying Only on Nursing

This hurdle relies on the assumption that patient care and satisfaction lie solely on nursing. Yes, nursing plays a critical role, as do physicians, accountants, engineers, and executives. We must bring in all areas of the hospital to work with nursing to provide the best care. Leadership rounding allows all types of managers to directly contribute to patient satisfaction.

Hurdle No. 3: Relying Only on HCAHPS Scores

Overcoming another common hurdle is to realize that we may rely too heavily on HCAHPS scores to gauge patient satisfaction. Although HCAHPS scores are important, it is just as important—if not more—to focus on actual day-to-day improvement efforts.

Hurdle No. 4: Relying Only on Past Data

This hurdle may be the most important one to overcome: gathering data for future use. Huge amounts of effort in healthcare are taken up gathering data. Don't make your effort about gathering data to look at later. Instead, gathering data real-time will greatly increase your improvement efforts by allowing identification and correction of issues as they happen.

In addition to these common hurdles, a few other patient satisfaction fundamentals are often overlooked.

These include:

- Service recovery — understanding that you will have service failures, but it is how you respond to them that matters.
- Excellence in all operations — understanding that everyone impacts patient satisfaction.
- Acting within the continuum of care (moving away from relying on historical data only).
- Continuous analysis and correction of systemic failures.



Three simple strategies to get you started right away...

Don Death, Readiness Rounds' CEO, makes the case that healthcare providers and facilities are always being judged by their patients, especially the environment and their explicit experience. As he points out, "Most patients cannot judge the quality of their medical care, but all patients will judge the environment." This is known as first impressions.

How do we manage these first impressions?

3 STRATEGIES TO IMPROVE PATIENT SATISFACTION NOW

Strategy No. 1: First Impressions

This can be an easy, free and immediate way to show your patients that you care. At a very basic level, we all want to see a clean, streamlined, clutter-free physical space. This means: keeping all signs professionally consistent, ensuring all furniture is in good repair and reducing hallway clutter at all times.

Strategy No. 2: Cleanliness

We like to refer to this as the "hotel finish." Rooms, hallways and restrooms must be at least as good as a four-star hotel. Everywhere must be spotless at all times. A strong case can be made for outsourcing your housekeeping.

Strategy No. 3: Reducing Noise

This can be one of the simplest ways to transform a space—lowering the level of noise. Eliminating overhead paging or at least nursing station-to-hallway discussions. Also consider the impact of staff taking breaks in public spaces.

These three strategies will get you started right away. Also consider two other immediate patient satisfaction strategies: facility maintenance and room service. For a general guideline, refer to the model below.

THE ENVIRONMENT

The Quick Guide to Improving Patient Experience

First Impressions

Wall signage should look professional, printed, and minimal.
Furniture should be in good repair and appearance.
Ensure there is no hallway clutter.

- Do not overcrowd patient rooms. Must
- have designated areas for staff on breaks; no public spaces.
- Must have the "hotel finish."

Cleanliness

- Must be "top class" all the time.
- Rooms checked and cleaned daily.
- Consistent high-gloss floors.
- Make sure it is a "hotel finish."

Noise

- No overhead paging; overall noise low.
- Staff using low voices.
- No nursing station-to-hallway discussions.
- Consider a visual decibel reader.

Maintenance

Cosmetic maintenance must be professional.
No ceiling tiles with stains.
Chips/marks found on walls/doors must be fixed.

Food

- Offer room service.
- Offer a variety of snacks and meal choices.
- Do not Just drop off meal tray -- make sure the patient has everything they need.



The one thing that can set your facility apart...

We are striving for quality data to learn more about what our patients are experiencing. Gathering quality data in real-time really can make the difference between a good or bad stay for a patient. Real-time data allows for issues to be identified and corrected for the patient while they are still in our care.

This type of follow-up signals to the patient that they matter.

1 REAL-TIME DATA COLLECTION

Improving Patient Satisfaction: HCAHPS scores are only a piece of the puzzle

When we talk about gathering patient experience data, the data from HCAHPS is valuable, but is only one piece of the puzzle. It cannot provide us with the quality-rich data collection that should be taking place in the moment. HCAHPS results also limit our patient satisfaction initiatives by using past information to improve for future patients; completely missing the most important piece: 'today's' patient.

Finding and fixing throughout the continuum of care

The importance of checking patient satisfaction in real-time throughout the stay pivots on a few key processes. The idea is to check the experience throughout the continuum of care and launch "real-time" responses to any issues that need correction. Moving to this proactive model improves care for the patient during their stay and is focused on providing safe and appropriate care, ensuring patients' concerns and anxieties are corrected as they occur.

Every patient every day

Contact with every patient every day is essential. If this seems unmanageable, it is not — there are processes that can facilitate this. In most restaurants, you will get checked on three or four times during the course of a meal. Is once a day too much for a hospital patient?

Service in the moment

It is typically quite easy to fix issues, even without follow-up actions. In fact, many items can be fixed at the time by the person conducting the visit. Don't send someone else to get a newspaper; get it for them immediately. That's real real-time! This is service and will be recognized as an exceptional patient experience.

Among the many ways real-time data collection can help us continuously improve our patients' experiences are paging/texting notifications, directable follow-up and reports and dashboards.



Text Notification

- Issue found by doing rounds
- Immediate action required
- Notification sent via text message
- Fixed during patient's stay



Follow-up

- Issue found by doing rounds
- Action required
- Notification sent via email
- Fixed as soon as possible



Dashboards

- Issues found during rounds over a certain time period
- Performance improvement actions required
- Dashboards and reports are populated

So...what should you do next?

We know patient satisfaction is crucial and must remain a top priority in our everyday care, even while the healthcare landscape evolves and changes.

Hopefully this guide gave you a some ways to improve your patient satisfaction...

- A few common hurdles to overcome
- A few strategies to implement immediately
- One critical thing you need to set your facility apart

With so many solutions out there, it's easy to become overwhelmed. Finding a place to start and having the opportunity to implement change immediately can make the process feel more achievable.

If patient satisfaction improvement is a priority in your facility but there is a lacking of resources, working with a specalized partner may take you a long way into improving your patient satisfaction. There are many data rounding vendors, as well as consulting firms, but it is important to find the type of organization that is right for you.

Once you've found the right fit, improvement initiatives will transform your patients' satisfaction and experiences.

Discover how Readiness Rounds can help you with your patient satisfaction improvements -- contact us to book a demo today!

About Readiness Rounds

Readiness Rounds is a performance improvement solution that utilizes a digital data rounding platform integrated with a dedicated account manager relationship with each and every client. We pride ourselves on our customized and personalized solutions for patient safety and clinical quality, accreditation, and environment of care among others.

Continuously improving Patient Satisfaction is achievable, even for those who:

- Are worried about the changing healthcare climate
- Are concerned with the impacts of the new TJC updates
- Have limited resources for patient experience initiatives

INTERESTED IN A DEMO?

To schedule a quick 20-minute online demo,
email: info@readinessrounds.com



BOOK A DEMO

Ask about our:

The Readiness Rounds Guarantee

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