

A Wealth of Medical Practice Information *"Sharing the Wealth"*



*Barbara Burnes, RN
Director of Patient Services
Harbin Clinic*



***Every member of the medical practice team
contributes to the patient experience.***

Objectives

- **Training methods & techniques**
 - Understanding role, responsibility & survey process
- **Strategies for promoting survey participation**
 - Encouraging patients to complete & return
- **Ideas for sharing survey information & results**
 - Using creativity for clarity & interest

Treading water to keep from drowning makes it hard to imagine walking on water.



Principles of Learning for Adults

- **Must recognize the need for the information**
- **Must be applicable to their work to be of value**
- **More information is retained if there is practice during learning**
- **Initial training is most important**
- **Interest is related to benefit & reward**

**How am I in this?
What's in this for me?**

*Annual Performance Evaluation
Customer Service Skills
Patient Satisfaction*

- **Welcome to Harbin Clinic**
 - New Employees

- **Happy Anniversary**
 - Staff

- **Anatomy of a Survey**
 - Management

- **Tell the Doctor**
 - New Physicians

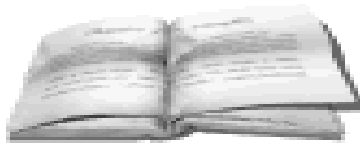
- **F**
 - **First Impressions**
- **O**
 - **Ownership**
- **C**
 - **Communication**
- **U**
 - **Unity**
- **S**
 - **Safety**

- **New Employees**
 - **Orientation**
 - **Introduction to standards & behaviors**
 - **Customer service training**
 - **The survey process**

And the survey says.....

- Survey content
- Who gets one & how
- Promotion
- Complete a survey
A picture is worth a 1000 words
- The Press Ganey Story

The Press Ganey Story



“My Visit to the Doctor”

The Characters

- Patient
- Staff
- Nurse
- Assistant
- Care Provider



.....in the story

- Which character are you?
- What's your role?
- What impact do you have on the patient's experience?

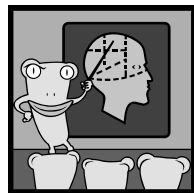
Happy Anniversary re-FOCUS

- **Staff**

½ day class during employee anniversary month

- Reinforce service standards & behaviors
- Changes & Challenges
- Survey review & discussion
- Achievements & goals

**Understand it well enough so that
you can explain it simply enough!**



Anatomy of a Survey

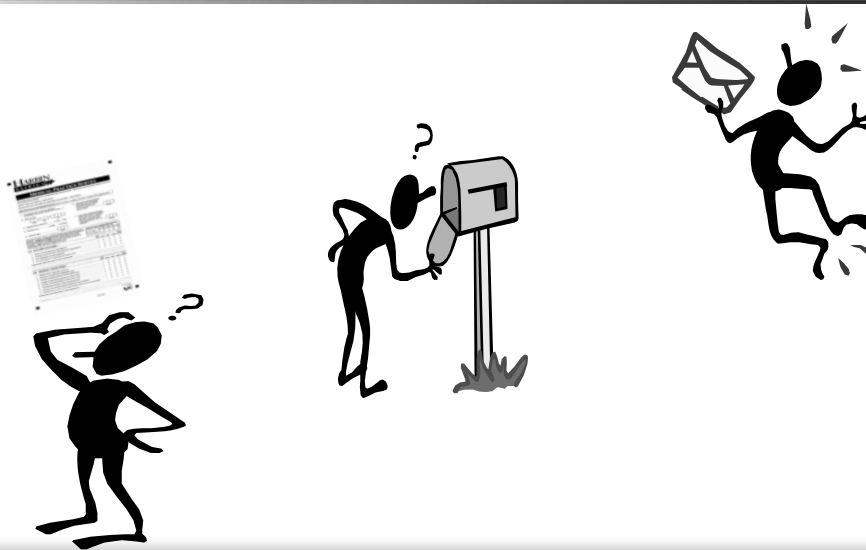
- **Management –**
 - *Breaking it down*
 - **Individual survey section**
 - **Define**
 - **Discuss**
 - **Scores**
 - **Significance of responses**
 - **Improvement opportunities**
 - **Solution Starters**
 - **Acknowledge effort**
 - **Celebrate success**

Let the Doctor Know

- **New Physicians**
 - **Orientation**
 - **Introduction to survey content & process**
 - **Monitor**
 - **Response rate**
 - **Scores & comments**
 - **Shadow**
 - **Service evaluation**
 - **Coaching**

“If you receive a survey...”

It's Important



Thank you for holding!



Survey information
included in the on-hold
message.

Intranet

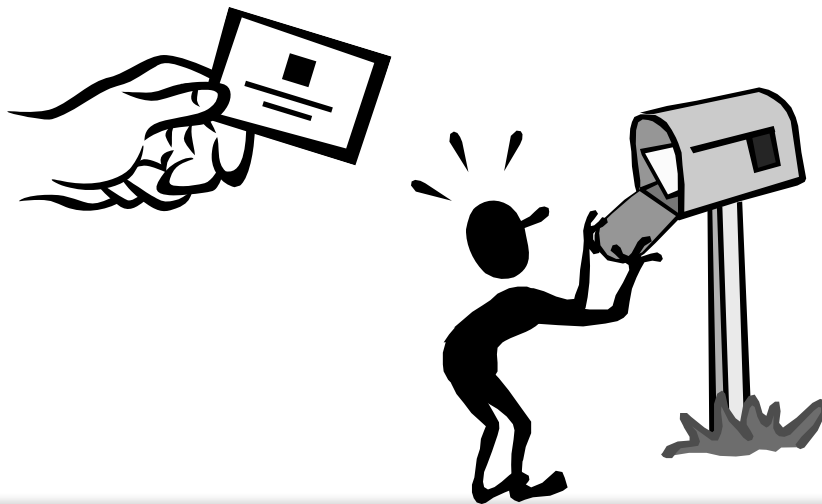
HARBIN
CLINIC  **FOCUS**

Rated PG

- **Direct link to Press Ganey website**

- **Store**
 - **Posters**
 - **Buttons**

Pushing Buttons



A Wealth of Information *“Sharing the Wealth”*

**Creativity is a GREAT motivator because it makes
people interested in what they are doing.**

Edward de Bono

**Information should be
relevant & specific!**



***“Excel”*lent Advantage**

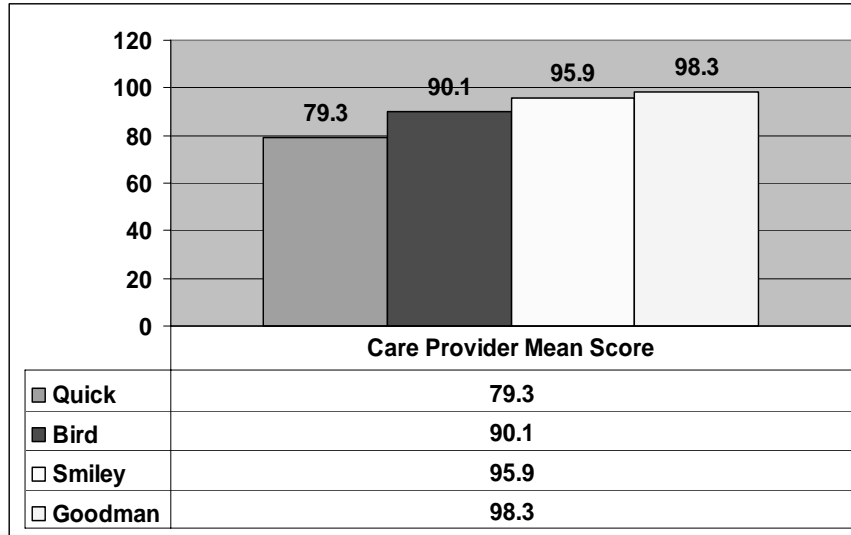


▪ ***The Advantage***

- Have to look!
- Demonstrates compliance
- Facilitates very specific breakout of information
- Facilitates great flexibility in sharing information

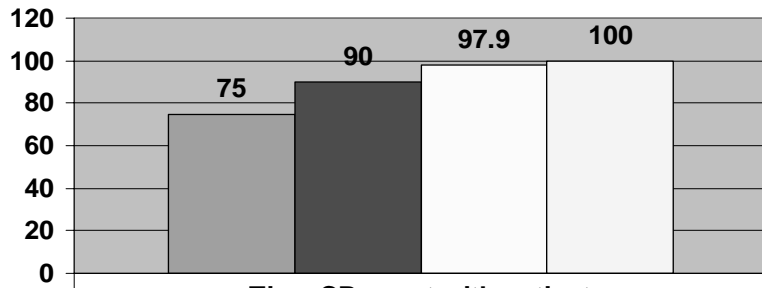


Show it to the Doctor



That's the question!

| Care Provider | Quick | Bird | Smiley | Goodman |
|------------------------------------|-----------|-----------|-------------|------------|
| Question | | | | |
| Care Provider | 79.3 | 90.1 | 95.9 | 98.3 |
| Friendliness/courtesy of CP | 90 | 92.1 | 100 | 97.5 |
| CP explanations of prob/condition | 75 | 92 | 94.8 | 98.1 |
| CP concern for questions/worries | 75 | 92 | 95 | 100 |
| CP efforts to include in decisions | 75 | 85 | 95 | 98 |
| CP information about medications | 75 | 85 | 95 | 98 |
| CP instructions for follow-up care | 85 | 91.3 | 93.1 | 98 |
| CP spoke using clear language | 85 | 90 | 97 | 97.9 |
| Time CP spent with patient | 75 | 90 | 97.9 | 100 |
| Patients' confidence in CP | 79.5 | 92 | 95.8 | 98.1 |
| Likelihood of recommending CP | 79.5 | 92 | 95.8 | 98.1 |

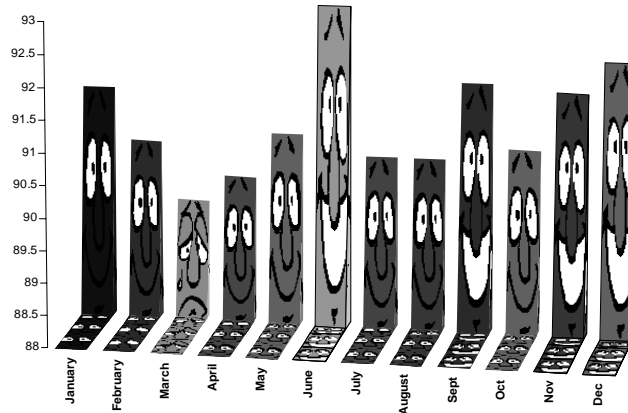


| | Time CP spent with patient |
|-----------|----------------------------|
| ■ Quick | 75 |
| ■ Bird | 90 |
| □ Smiley | 97.9 |
| □ Goodman | 100 |

Customized & *Italicized*

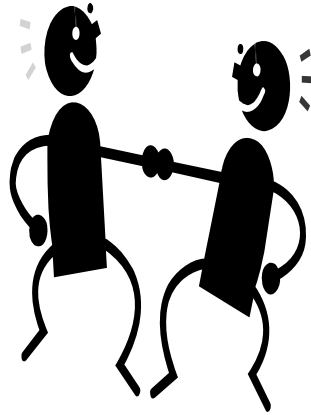
| Personal Issues | | | | |
|---|--------------------------------------|--------------------------------------|--------------------------------------|-----------------------|
| 10/01/2007 To 12/31/2007 | | | | |
| Question | 10/1/07 10/31/07 mean | 11/1/07 11/30/07 mean | 12/1/07 12/31/07 mean | Total mean |
| Std Personal Issues | 89.9 | 90.5 | 90.8 | 90.4 |
| Personal Issues | 89.7 | 90.2 | 90.9 | 90.3 |
| Convenience of office hours | 90.4 | 90.3 | 90.1 | 90.3 |
| Our sensitivity to patients' needs | 89.5 | 90 | 90.7 | 90.1 |
| Our concern for patients' privacy | 90.4 | 91.2 | 92 | 91.3 |
| Likelihood of our greeting w/smiles* | 90.8 | 91.7 | 92.1 | 91.6 |
| Ease of obtaining test results* | 89 | 88.4 | 90.6 | 89.3 |
| Pain controlled* | 90.9 | 91.3 | 93.8 | 91.9 |

Likelihood of our greeting with smiles!



Medical Practice

Optimism



Enthusiasm

**Nothing GREAT was ever
achieved without enthusiasm!**

Ralph Waldo Emerson

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PARTNERS IN IMPROVEMENT™

HARBIN
CLINIC 

Thank you!
bburnes@harbinclinic.com

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