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Creating an Exceptional Patient Experience

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CREATING AN EXCEPTIONAL PATIENT EXPERIENCE

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Nada Elmagbari

The Patient's Experience Affects

Reimbursement

Market Share

Readmission

Compliance

Liability & M&M

**How do we measure the
patient experience?**

CAHPS Overview

Consumer Assessment of Healthcare Providers and Systems

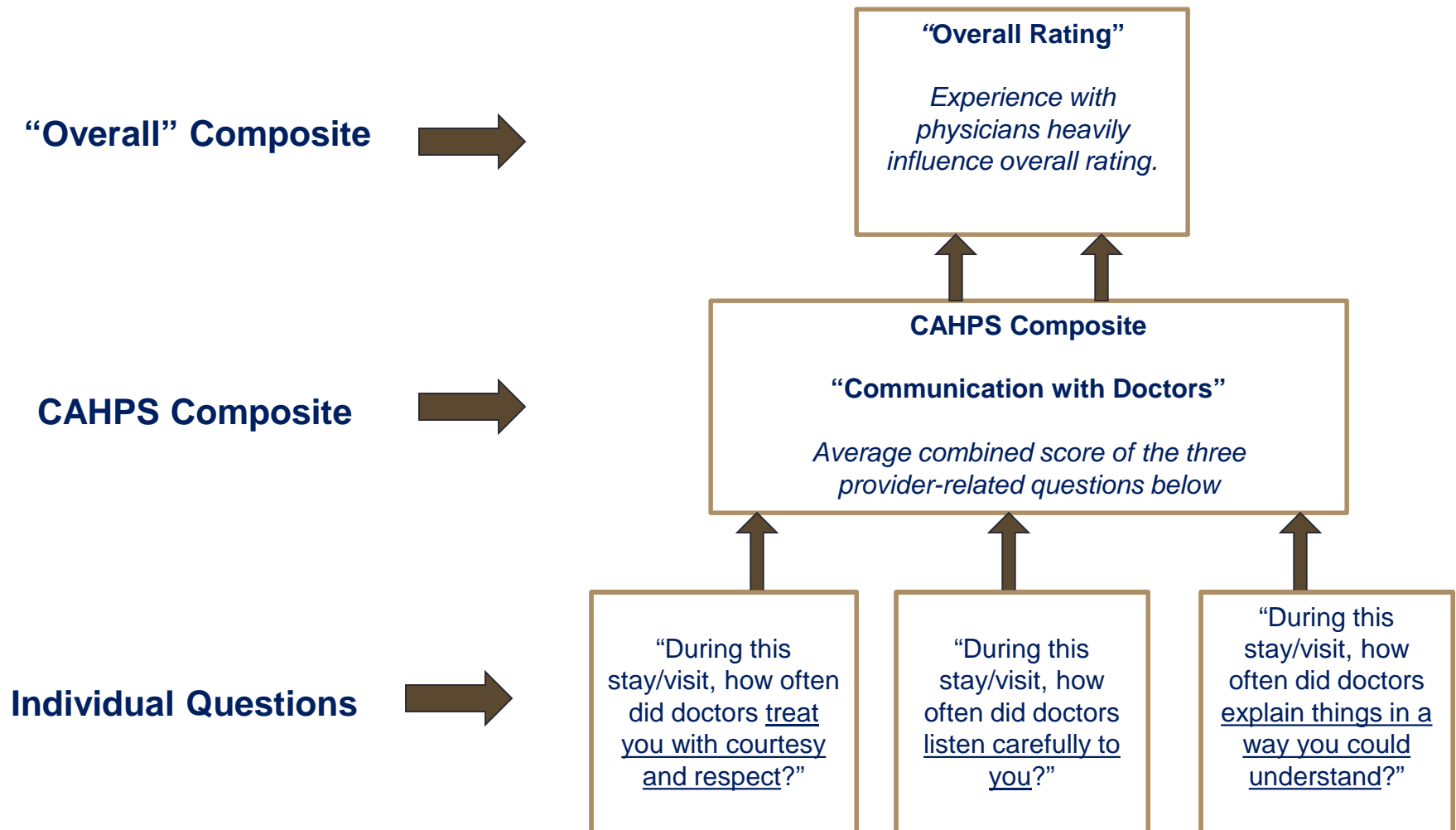
- **First national, standardized, publicly reported survey which measures and reports patients' perceptions of healthcare experiences**
- **HCAHPS (Hospitals) is already in effect**
- **Coming soon:**
 - **EDcahps**
 - **Child cahps**

HCAHPS' Survey "Communication with Doctors" Composite

YOUR CARE FROM DOCTORS

5. During this hospital stay, how often did doctors treat you with courtesy and respect?¹⁸⁸⁷⁵
- ① Never
 - ② Sometimes
 - ③ Usually
 - ④ Always
6. During this hospital stay, how often did doctors listen carefully to you?¹⁸⁸⁷⁷
- ① Never
 - ② Sometimes
 - ③ Usually
 - ④ Always
7. During this hospital stay, how often did doctors explain things in a way you could understand?¹⁸⁸⁸⁴
- ① Never
 - ② Sometimes
 - ③ Usually
 - ④ Always

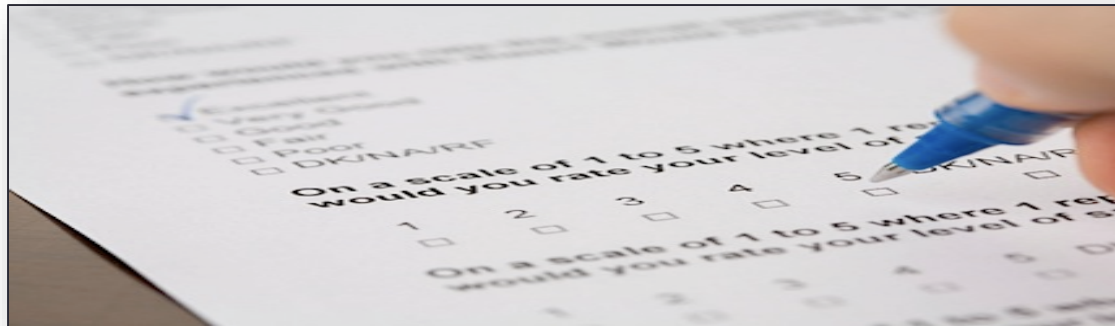
EXAMPLE: “Communication with Doctors”



Scoring Methodology

“Top Box” Scoring

“Top Box” scores are the **percentage** of the **highest ranking** on a given question



Example: “During this stay/visit, how often did doctors listen carefully to you?”

- **Always (8 responses) *** The only answer that counts is always*****
- Usually (1 response)
- Sometimes (0 responses)
- Never (1 response)

‘Top Box’ score of **80%** = **50th** Percentile National Ranking

“High-level skills like reflectiveness and empathy are an important part of medical education these days. That is all to the good, of course. But... medical schools may be underemphasizing a much simpler virtue: good manners.”

Michael Kahn, MD

The Six Habits of Highly Respectful Physicians

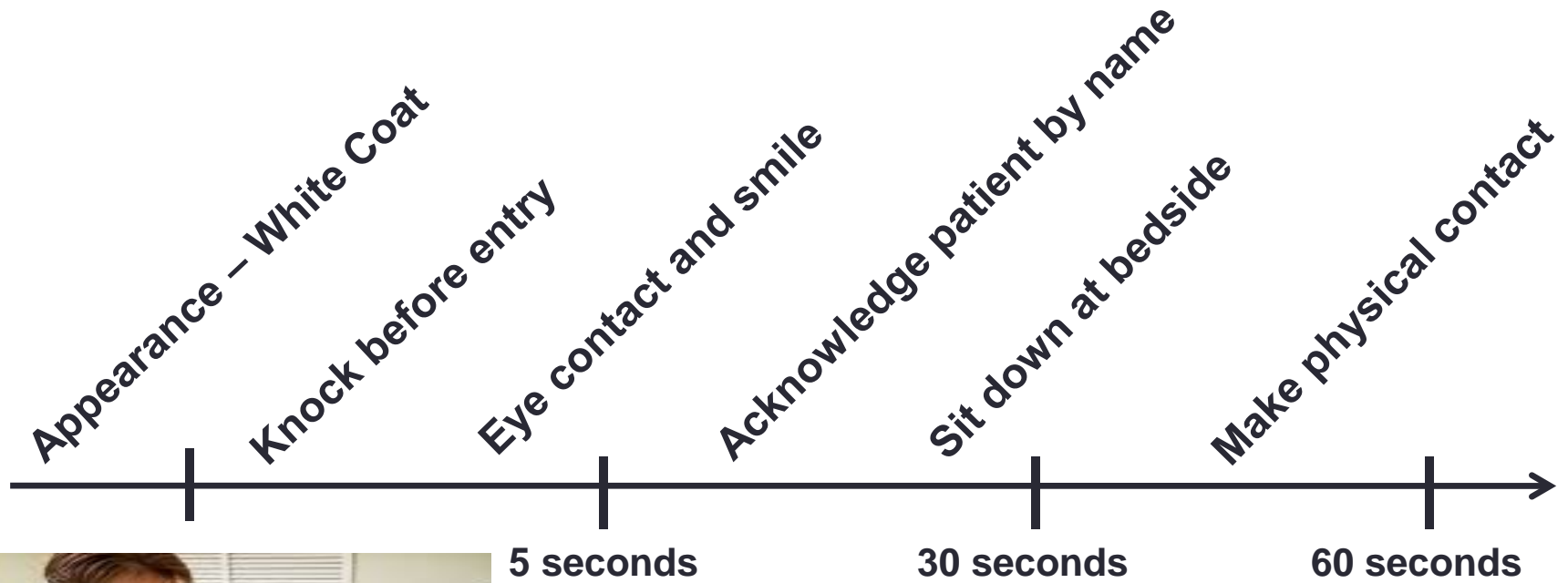
December 1, 2008

“The Short List”

1. Effectively manage **First Impressions**
2. Engage patients in **Two-Way Conversation**
3. Foster an environment of **Team Collaboration**

First Impressions

A Timeline for Success...



Does the White Coat Matter?



“Respondents overwhelmingly favor physicians in professional attire with a white coat. Wearing professional dress (i.e., a white coat with more formal attire) while providing patient care by physicians may favorably influence trust and confidence-building in the medical encounter.”

The American Journal of Medicine

Volume 118, Issue 11,

November 2005, Pages 1279-1286

Why Sit Down?

THE UNIVERSITY OF KANSAS HOSPITAL

**Sitting Down on the Job: New Data Finds
That Patients Are Happier When Doctors Sit
Down, Even If They Don't Stay As Long**

April 7th, 2010

	Sitting	Standing
Actual Time	1:02	1:28
Perceived Time	5+ minutes	3:44
% Satisfaction	95%	61%

Two-Way Conversation is Key



- Higher proportion of patient & family speech = higher patient satisfaction ¹
- Strong tie between patient satisfaction and patient-doc language reciprocity ²

¹ Crit Care Med. 2004 Jul;32(7):1484-8.
Family satisfaction with family conferences...

² Evaluation and the Health Professions,
Vol. 13 No. 2, June 1990 168-185

Techniques to Engage Patients

- Start & finish with open-ended questions

Begin sentences with “What/How” rather than “Do/Did”

- Utilize teach-back methodology

Ensures patient understanding + increases reciprocity

- Listen actively without interrupting

Silence can be engaging, and doesn't generally harm the experience

Techniques to Engage Patients

- Draw family members into the conversation

Family engagement will simultaneously improve quality of post-discharge compliance and overall satisfaction

- Tie everything back into the plan of care

Utilize whiteboards and treatment goals to keep patients engaged in the bigger picture of their care



3 Strategies to Enhance Team Collaboration:

- 1) Notify nursing staff upon arrival to unit. Invite them to accompany you to the bedside. If unavailable prior to patient round, circle back prior to leaving unit.
- 2) Give nursing staff a chance to ask questions – just like patients.
- 3) “Manage Up” the care team whenever possible – includes nurses, Primary Care Physicians, other depts., etc.

Key Words

- I will be off tomorrow but one of my partners will be here to see you and they will take continue the care plan.
- We work as a team; my partners and I take care of all the patients.
- I have given you lots of information; what questions do you have for me?

A lack of self awareness may be our greatest liability in achieving meaningful progress on the patient experience.