

2016

## Creating an Exceptional Patient Experience

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### Repository Citation

Rabah, K. A., & Elmagbari, N. (2016). Creating an Exceptional Patient Experience. .  
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# CREATING AN EXCEPTIONAL PATIENT EXPERIENCE

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# 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

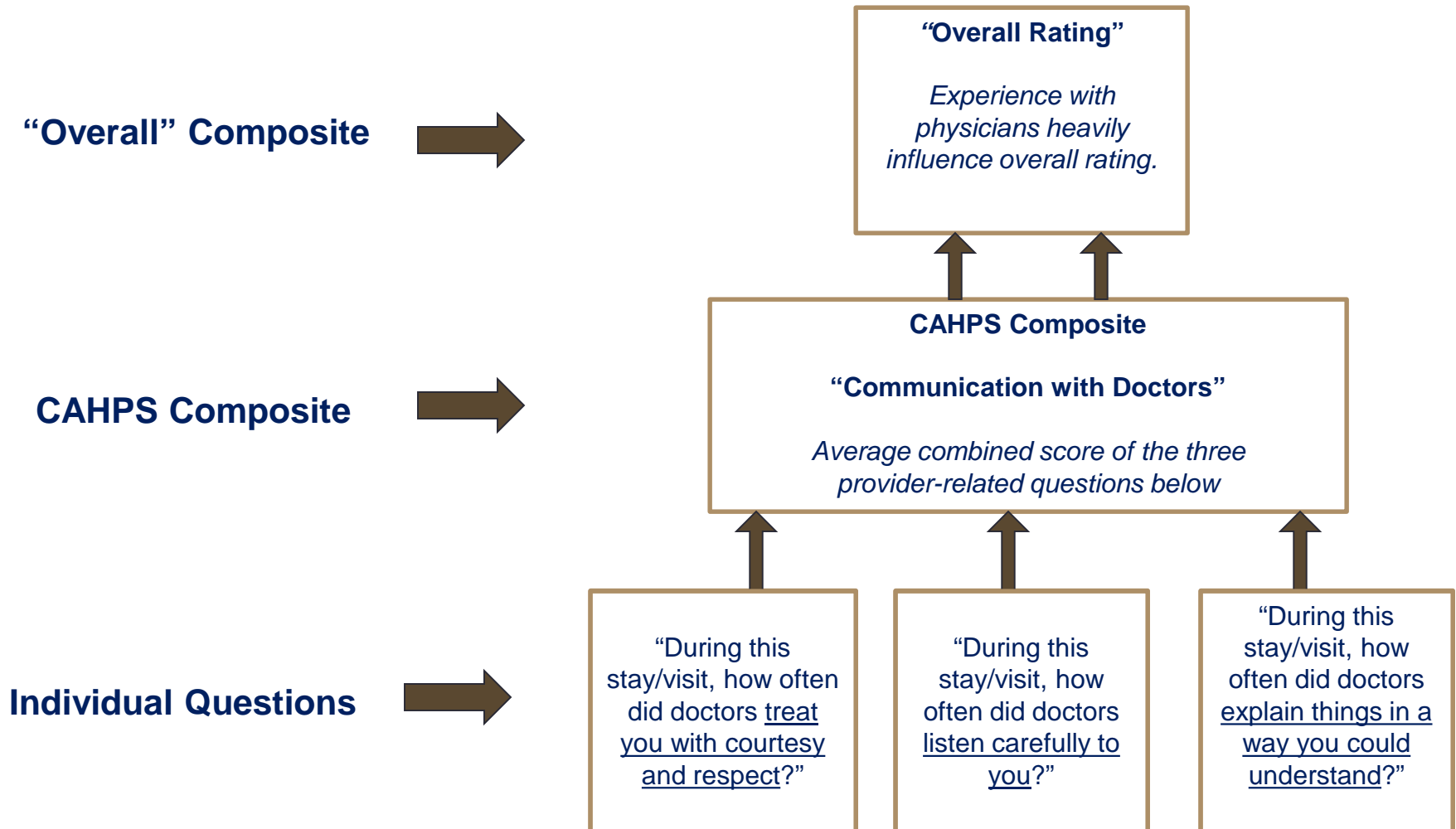
# HCAHPS' Survey "Communication with Doctors" Composite

## YOUR CARE FROM DOCTORS

5. During this hospital stay, how often did doctors treat you with courtesy and respect?<sup>18875</sup>
  - ① Never
  - ② Sometimes
  - ③ Usually
  - ④ Always
  
6. During this hospital stay, how often did doctors listen carefully to you?<sup>18877</sup>
  - 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?<sup>18884</sup>
  - ① Never
  - ② Sometimes
  - ③ Usually
  - ④ Always

# Overview of Patient Survey

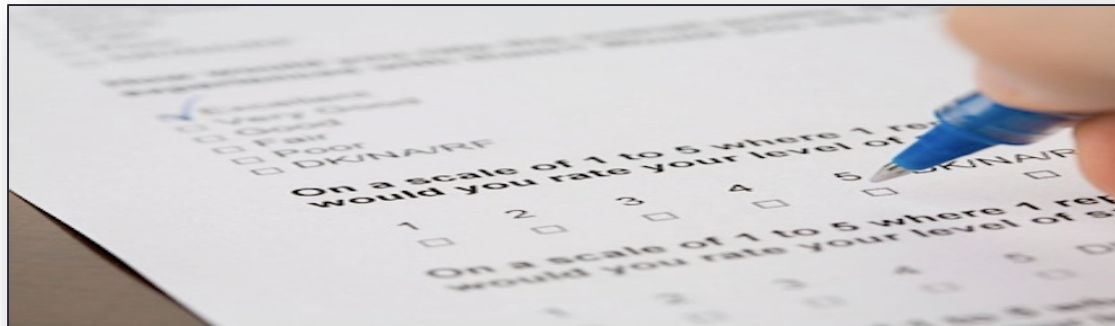
## EXAMPLE: “Communication with Doctors”



# 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% = 50<sup>th</sup> 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*

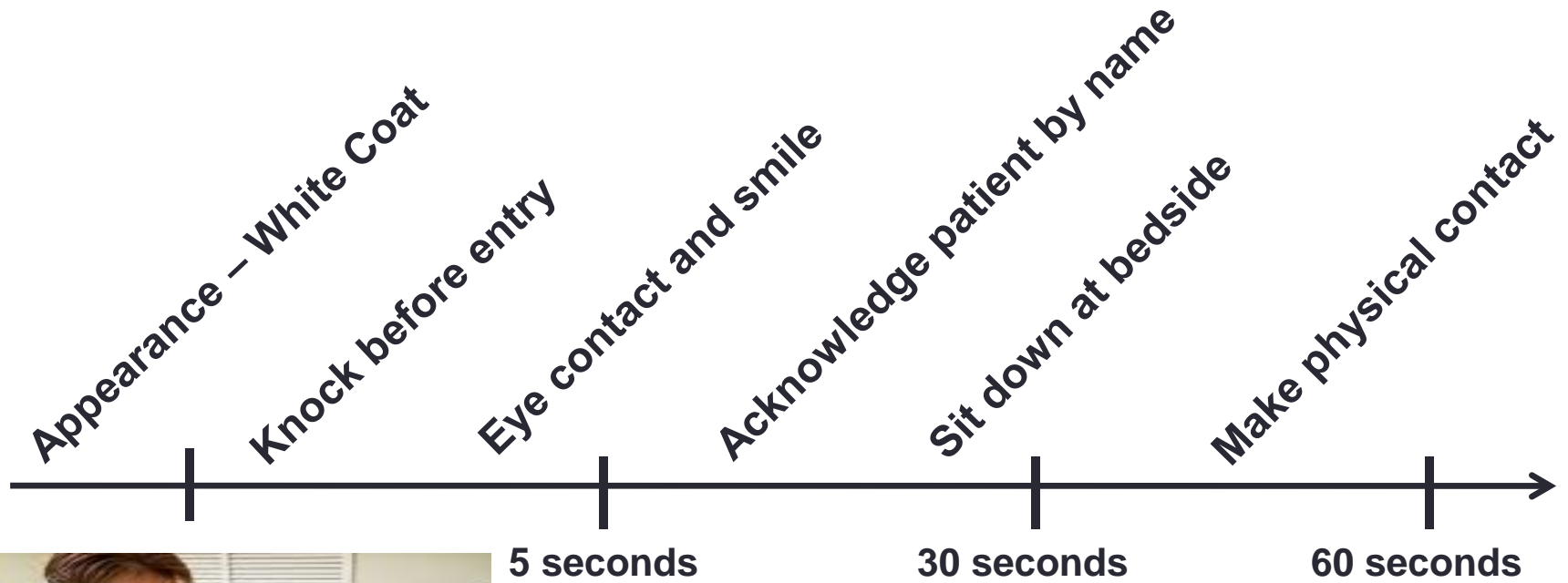
*December 1, 2008*

# “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 7<sup>th</sup>, 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 <sup>1</sup>
- Strong tie between patient satisfaction and patient-doc language reciprocity <sup>2</sup>

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

<sup>2</sup> 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.