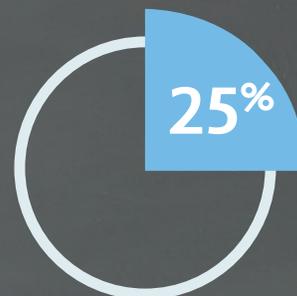


ENHANCING THE PATIENT EXPERIENCE

PATIENT SATISFACTION and METRICS

Patient satisfaction remains a priority for healthcare organizations.

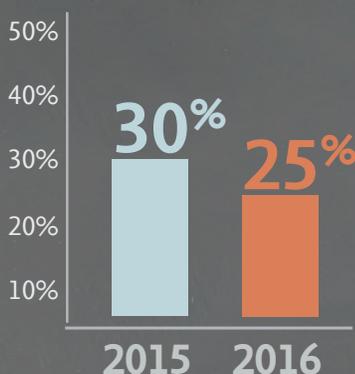
25% of survey respondents claim patient satisfaction is the top area in which healthcare organizations are experiencing issues.¹



Increased patient satisfaction is linked to improved patient engagement.

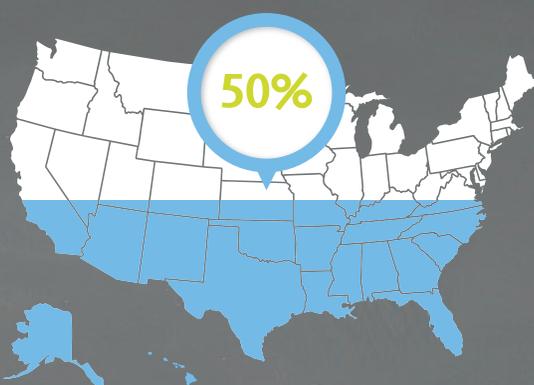
Over 60% of healthcare organizations reported that their patient engagement programs have elevated patient satisfaction, care plan adherence and overall quality metrics.²

72% of healthcare organizations indicated that patient and caregiver education was the top strategy deployed to engage patients.³



For 2015, **30%** of a hospital's performance score used to calculate its Medicare incentive payment was based upon the HCAHPS; in **2016, it decreased to 25%**, as outcomes and efficiency measures became more heavily weighted.⁴

Patient experience measures are based on patients' expectation of care as opposed to objective measures of experience.⁵



Health literacy remains a concern.

Nearly half of American adults (90 million people) have limited health literacy.⁶

Limited health literacy = higher rate of hospitalization and use of emergency services.⁷

¹Elsevier Patient Engagement Campaign Survey, July 2016.

²Healthcare Intelligence Network. (n.d.). Retrieved September 22, 2016, from <http://hin.com/blog/2015/10/06/the-impact-of-patient-engagement-efforts-10-metrics-to-know/>

³Ibid.

⁴@newsatjama. "JAMA Forum: Does Linking Payment to Patient Satisfaction Harm or Help?" NewsJAMA. News@JAMA, 14 July 2015. Web. 18 Oct. 2016. (<https://newsatjama.jama.com/2015/06/17/jama-forum-does-linking-payment-to-patient-satisfaction-harm-or-help/>)

⁵Kupfer JM, Bond EU. Patient satisfaction and patient-centered care: necessary but not equal. JAMA. 2012;308(2):139-140. (<http://journalofethics.ama-assn.org/2015/07/ecas3-1507.html>)

⁶Institute of Medicine Health literacy: A prescription to end confusion. April 8, 2004. <http://www.nationalacademies.org/hmd/Reports/2004/Health-Literacy-A-Prescription-to-End-Confusion.aspx>

⁷Ibid.

ENHANCING THE PATIENT EXPERIENCE

INNOVATION and ENGAGEMENT

Health systems are encouraged to think beyond patient satisfaction and develop a customer experience strategy.

“Satisfaction measures only a patient’s perception at a specific moment in time, whereas experience encompasses the complete set of interactions a patient has with the health system over time.”⁸

Develop patient relationships to improve the patient experience.

Valet parking, live music, custom-order room-service meals and loyalty programs are some of the amenities hospitals now offer to patients.



Information available to hospitals, including a patient’s complete health record, offer the ability to personalize interactions and better coordinate care across the continuum.

It is estimated that the average hospital stands to gain an additional **\$2.5 million per year** in return-to-provider business just by changing the experience and attitudes of **5% of its dissatisfied patients.**⁹

Technology plays a role in improving patient satisfaction, but it’s not the only answer.

70% of patients cared for in hospitals with better nurse work environments would definitely recommend the hospital.¹⁰

Everyone that comes in contact with a patient, from those on the care team to the dietary and maintenance staff, should be trained on customer service and empathy as each interaction is an opportunity to improve patient satisfaction.



Healthcare organizations need to better embrace shared decision making.

Content consistency is important – patients should receive the same, evidence-based message from their doctors, nurses, pharmacists and other providers as they do from their patient education materials, every time and through every channel.

Patients need information they understand in order to make an informed choice regarding treatment and care.

⁸The Advisory Board Company (2015). Competing on Consumer Experience: Building brand loyalty through exceptional service, accessibility, and coordination.

⁹The Advisory Board Company (2104). Beyond Compliance: Patient Engagement from the Patient’s Perspective.

¹⁰Ann Kutney-Lee, Matthew D. McHugh, Douglas M. Sloane, Jeannie P. Cimiotti, Linda Flynn, Donna Felber Neff and Linda H. Aiken Health Affairs 28, no.4 (2009):w669-w677 Nursing: A Key To Patient Satisfaction doi: 10.1377/hlthaff.28.4.w669 originally published online June 12, 2009 (<http://content.healthaffairs.org/content/28/4/w669.full.pdf+html>)