CMC

CATHOLIC MEDICAL CENTER

AIDET

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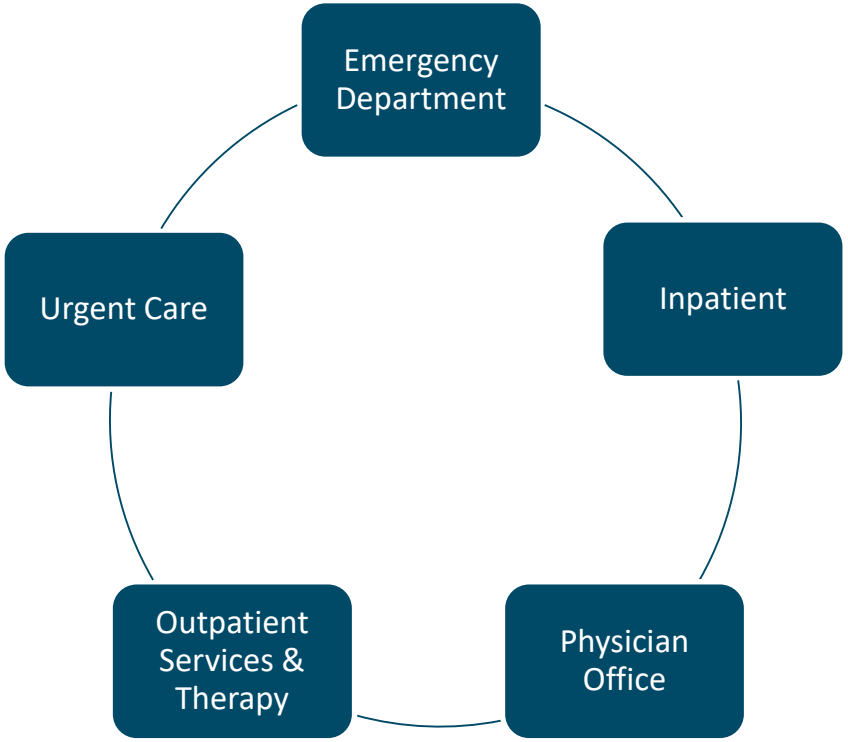
What is the Patient Experience?

The patient experience is *the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.*



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Why Patient Experience is a priority

- National Standardization of Measurement: HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems)
- Transparency: Hospital Results with Star Ratings
- Payment Reform: Value Based Purchasing
- Related to better patient outcomes
- Is the right thing to do!

What is the HCAHPS Survey?

HCAHPS (the *Hospital Consumer Assessment of Healthcare* *Providers and Systems)* *is a patient satisfaction survey* required by CMS (the Centers for Medicare and Medicaid Services) for all hospitals in the United States. The Survey is for adult inpatients, excluding psychiatric patients. Press Ganey administers the survey to our patients shortly after discharge.

Patient surveys help us hear the voice of our patients and families!

Why is HCAHPS important?

The survey and its results are important for several reasons:

- The survey is the **voice of the patient** – it gives CMC a view into the patient's perception of the care we provide.
- The survey results are **publicly reported** on the internet for all to see **–** so results **impact our reputation.**
- The government will **reimburse us on results – so, excellent survey** performance **keeps the hospital financially strong.**

What does the HCAHPS survey ask about?

- **Doctor Communication - respect, listening**
- skills and communication ability of doctors.
- **Nurse Communication - respect, listening**
- skills and communication ability of nurses.
- **Staff Responsiveness - answering call bells**
- and responding to toileting needs
- **Hospital Environment - cleanliness and**
- quietness of the hospital.
- **Pain Management**
- **Medication Communication – explaining**
- medications to patients
- **Discharge Information – preparing patients**
- to leave the hospital.
- **Food Services – quality of food and the**
- courtesy of those who serve it.
- **Overall Rating of the Hospital – rating the**
- hospital on a scale of 1-10.

What is the rating scale of the HCAHPS survey?

Patients are asked to rate us on these questions using the following scale:

NEVER - SOMETIMES - USUALLY – ALWAYS

No – YES, SOMEWHAT – YES, DEFINITELY

Only the percentage of those who rate us ALWAYS and YES, DEFINITELY for these questions are publicly reported.

The rating scale is based on the **frequency and consistency of how we** address the areas on the survey. For example: "How frequently was your bathroom kept clean?" Or, "How frequently did the physician or nurse communicate with you in a way that you understood?"

Excellence Every Day for our patients and families means striving to provide excellent service, ALWAYS.

Compassion is the foundation for building an Exceptional Patient Experience

Compassion & Empathy

- Patient care is more than just healing -- it's building a connection that encompasses mind, body, and soul. It is the human connection to patient care.
  - Cleveland Clinic, 2013

First Impressions

- Good first impressions build trust and confidence in patients, visitors, staff and our colleagues.

- Within the first few moments of meeting you, these people will form an opinion of you.

- Right or wrong, that opinion may greatly influence your ability to do your job.

First Impression

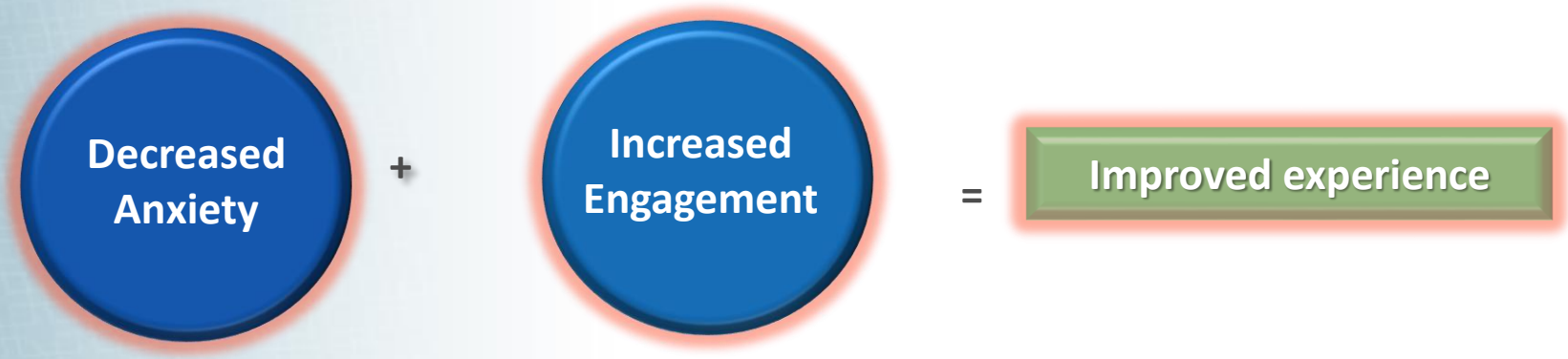
- Did you know it only takes 7 seconds to make a first impression

- How many chances do you get to make a 1st impression?

Send The RIGHT Message

DIMENSION	COMMUNICATION CUE	FACE-TO-FACE	OVER THE PHONE
VERBAL	Choice of **WORDS**	**7**% of what people believe is based on the ***words* they hear**	**13** % of what people believe is based on the words they hear
VOCAL	**TONE** of voice	**38**% of what people believe is based on ***how*** the ***words are spoken***	**86** % of what people believe is based on how the words are spoken
VISUAL	**LOOK** of the communication	**55** % of what people believe is based on **what people *see*** in another person	**1** % of what people believe is based on what people see in another person

AIDET is a framework of communication that we can use with patients, their family members and **one another** to reduce anxiety and improve perception of care and service.



5 Fundamentals of AIDET

Focus on the
*"A" **and** "I" to show courtesy*
and respect to people.

Focus on the
*"D" **and** "E" to keep people*
informed.

A	Acknowledge
I	Introduce
D	Duration
E	Explanation
T	Thank You

WHY should we use it with Patients?

1. Reduces patient and family anxiety by establishing trust

2. Improves compliance for better outcomes because patients will cooperate more readily with their plan of care as a result of that trust

3. Clear communication creates a safe environment to receive care

4. AIDET® helps us build customer loyalty; we want to be their preferred healthcare provider of choice

WHY should we use it with Co-workers?

1. Reduces co-worker anxiety about whether or not they can count on you by establishing trust

2. Improves teamwork because colleagues will cooperate more readily with you as a result of that trust

3. Clear communication creates a more efficient, helpful, and healthier work environment

4. AIDET® helps build loyalty to one another; we want to feel good about the people we work with and for

Samples

- **External customer:**
  - "Hello. I'm Cindy, one of the employees at (facility). You look a little lost. Can I help you find something?"

- **Internal customer:**
  - "Hello. I'm Cindy from Accounting. You look upset. Can I help you with something?"

Vocal - Tone of Voice

- **Smile** – it can be seen ***and*** heard!
- **Pitch** – vary the pitch of your voice and avoid dull monotones
- **Volume** – speak loud and clearly to indicate confidence and commitment to the patient
- **Emphasis** – emphasize certain words during the conversation to convey meaning and importance
- **Enthusiasm** – sound interested by asking questions

When greeting someone in person, always say:

- **"Good (Morning). How may I help you?"**
  - A visible name badge at shoulder level can play an active part of introduction
- **Brief interactions:**
  - Listen to need. Provide assistance.
- **After a more prolonged interaction, ask the customer the following:**
  - "Is there anything else I can do for you today? Okay, my name is Sarah. If you have more questions, just ask for me, but any of our employees will be happy to help you!"

When answering the phone, always say:

- "Thank you for calling (Your Department). This is _____. How may I help you?"
- **Always ask the name of the person calling if they don't give it first:**
  - "May I ask who is calling, so I can personalize the call?"
- **After a request is met, ask the customer the following:** "(Customer's Name) is there anything else I can do for you?"
  - When completing the call, say: "Thank you for calling (hospital or department)."

Its not about memorizing or scripting…

- Communication with Authenticity
- How well did we treat patients with courtesy & respect
- How carefully did we listen to patients?
- How well did we explain things in a way patients can understand?

Benefits of managing-up

- **Saying positive things about self**
  - Builds confidence and trust in patients and coworkers
  - Creates a good impression of leadership
- **Saying positive things about others**
  - Builds confidence in patients and employees
  - Creates a good impression of teamwork

Key Words Customers do NOT like to hear

- Cant, but, no, policy
- You know how Corporate is
- It's not my job (problem)
- We are short-staffed
- No one told me you were here
- We can't get good help
- That's not my patient

Key Words Customers like to hear

- What we can do is…
- Certainly, I'll be happy to…
- It's my pleasure
- Thank you
- May I help you? Or what can I do for you right now?
- I can find the person who would best help you with that…
- Here is what I can do to get you what you need…
- I do apologize for the delay, let's get you settled.

Thank you!