

The Experience is Everything

Lori Gunther, MS, CPXP
Director of NICU Innovation
March of Dimes
National Office



Learning Objectives:

1. Identify three areas of priority for patient experience
2. Discuss the purpose and process for utilizing storytelling for quality improvement initiatives
3. Discuss two strategies to support improved communication between families and staff



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Defining Patient Experience

Without a target or purpose, you have little basis for action. For patient experience, this is illustrated in how an organization defines experience and then builds its efforts around fulfilling or achieving that definition.

Patient Experience

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

-The Beryl Institute

Patient- and family-centered care is an approach to the planning, delivery, and evaluation of health care that is grounded in **mutually beneficial partnerships** among health care providers, patients, and families.

-Institute for Patient and Family Centered Care

NICU Innovation seeks to improve the long term health outcome of NICU graduates by focusing on improving the families' NICU experience.

We do this through implementation of an established set of resources designed to advance communication, collaboration and partnership between families, health care organizations and the March of Dimes.

Patient Experience Family-Centered Care

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The Philosophy and Approach to Healthcare Relationship



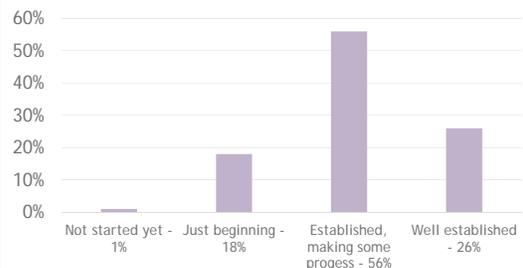
"It's truly our culture. It's not any one thing we do; it's everything we do. It's what we do, it's how we do, and it's why we do it, because our employees, our physicians, and our patients want and deserve to have the experience that we profess to provide."



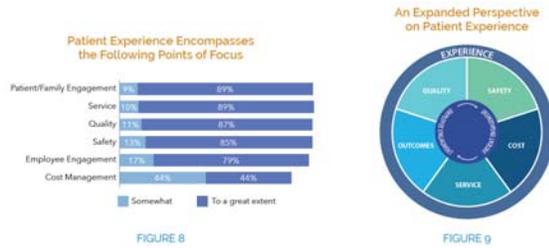
Lynn Skoczelas
Chief Experience Officer
Sharp HealthCare

Evolving Focus on Patient Experience

What is your organization's current stage of patient experience efforts?



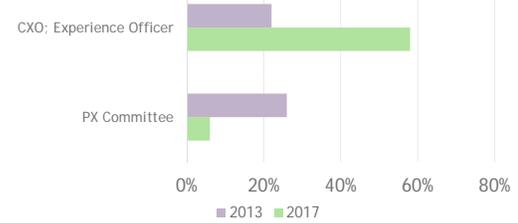
Patient Satisfaction, Patient Safety and Clinical Excellence



2017 Benchmark report, Beryl Institute

Evolving Focus on Leadership & Structure

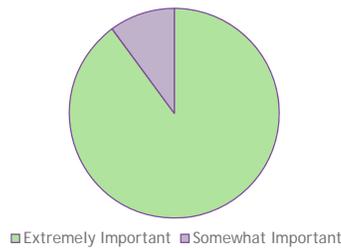
Who in your hospital has the primary responsibility for addressing patient experience?



www.theberylinstitute.org

The Consumer is Speaking: PX Matters

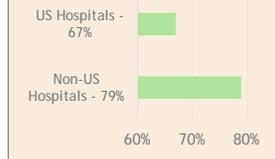
How important is the patient experience in your healthcare?



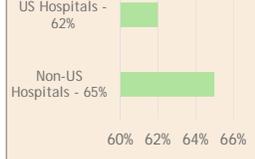
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Evolving Focus on Patient & Family Advisors and Councils

Does your hospital engage patient & family advisors?



Does your hospital engage a patient & family council?

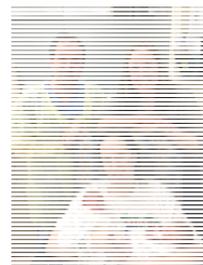


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- SMILE**: Smiling staff can improve patient satisfaction. Research shows that patients who interact with smiling staff are more likely to report higher satisfaction levels.
- GO DIGITAL**: Digital tools can streamline patient care and reduce wait times. Implementing digital check-in and self-service kiosks can significantly improve the patient experience.
- DECREASE WAIT TIMES**: Reducing wait times is a key factor in patient satisfaction. Streamlining processes and using digital tools can help minimize delays.
- COMMUNICATION**: Clear communication is essential for patient satisfaction. Staff should listen to patient concerns and provide timely updates.
- MEET EXPECTATIONS**: Understanding and meeting patient expectations is crucial. Staff should be trained to anticipate and address patient needs.
- KEEP STAFF HAPPY**: Happy staff lead to better patient care. Investing in staff well-being and providing support can improve patient satisfaction.
- ASK THEM**: Regularly asking for patient feedback is important. Surveys and focus groups can provide valuable insights into patient needs.

Leading Reach

Who are we listening to?



"The single most important principle in the field of interpersonal relations is this: *Seek first to understand, then to be understood.* Most people listen, not with the intent to understand, but with the intent to reply."

Steven R. Covey (1991)
The Seven Habits of Highly Effective People



Four Rules of Active Listening

1. Seek first to understand
2. Be non-judgmental
3. Give your undivided attention to the speaker
4. Use silence effectively



By using real stories as you communicate your improvement work, you can:

1. demonstrate there is a need for the work and challenge complacency
2. make the potential benefits or outcomes feel tangible to the people you need to influence
3. ensure the patient's voice and/or the experience of individual staff members is heard
4. get a message across – good stories are remembered and can be passed on.



Telling good stories is a skill, but it is a skill that anyone can learn if you follow a few working principles.

The best stories:

1. Involve only a few people.
2. Engage emotions or curiosity in a way that makes people care and/or want to know more
3. Paint a picture in words through the use of a few descriptive details
4. Lead to some form of resolution – barriers overcome or a transformation made
5. Carry a central message.

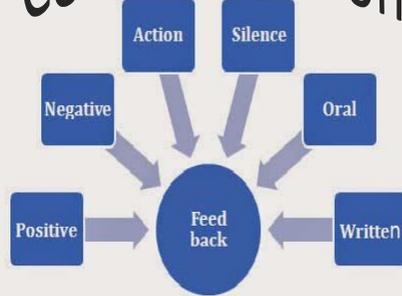
Telling someone else's story

1. Choose a story that conveys a message
2. Delivery of that story is key to the impact you want to have
3. Include a good opening that grabs attention and a strong ending.
4. Make sure you discuss with those involved how you will be representing them, by name or anonymously, and agree with them what you will share and how the information will be used.
5. If you are involving and identifying patients, you will need to record their signed consent.

Feedback Best Practices

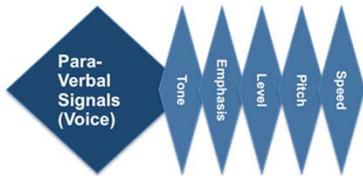


Communication



Communication breakdown

- Verbal – 7%
- Paraverbal – 34%
- Nonverbal – 59%



Body language plays an extremely important part in sending an effective message. One study found that 93% of a message is conveyed through body language and tone of voice.

PEOPLE TYPICALLY LEAN TOWARDS PEOPLE THEY LIKE, AND AWAY FROM PEOPLE THEY DISLIKE. THIS IS ESPECIALLY TRUE WHEN SITTING AROUND A TABLE.

Sitting vs. Standing & the Perception of Care



Effect of sitting vs. standing on perception of provider time at bedside. Swayden, K.J., et al. Patient Ed Couns 2012; 86 (2): 166-71.

Sitting vs. standing
14 month study
120 patients
neurosurgery follow up



	Standing	Sitting
Actual time doctor spent at bedside	1 min, 28 sec	1 min, 4 sec
Perceived time doctor spent at bedside	3 min, 44 sec	5 min, 14 sec

Strategies for Effective Communication

Create an environment for questions:

Physician: "As we are talking, you may think of questions or you may have concerns that you would like to talk about. Please feel free to ask me about anything that concerns you."

Use Open Ended Statements

Parent: "His surgeon never listens to me when I have concerns about his care."

Nurse: "What are your concerns? Would you like me to share those with him?"

Essential Communication Skills for Pediatric Practitioners; Tellerman; Maryland Chapter AAP, 2014

Third Person Approach

Surgeon: "Some parents are concerned that their child will be scared in the operating room after you have left. What are your concerns?"

Social Worker: "We've had families with a similar situation. Would you like to hear how we have supported others through this journey?"



Essential Communication Skills for Pediatric Practitioners; Tellerman; Maryland Chapter AAP, 2014

An Expanded Perspective on Patient Experience



FIGURE 9

2017 Benchmark report, Beryl Institute

Questions?

DURING THIS FREE WEBINAR YOU WILL LEARN:

At one time or another we have all been a patient or family member of someone who has been in a healthcare setting. As healthcare providers, we come out of that experience with a new and different perspective. We understand the importance of sharing the experience, good and bad, so that meaningful change can take place. Healthcare providers play a critical role in improving the healthcare experience for patients and their families. Right now, improving the patient and family experience is the number one priority of hospital CEOs. This work is important and deserves top attention. It also requires the engagement and support of strong leaders at every level of the hospital. Learn all about the current trends in the perinatal and neonatal sector of healthcare and how improving communication between employees and patients/families and between employees themselves can improve the patient experience and increase employee's job satisfaction.

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Our Speaker:



Lori Gunther, MS, CPXP

Lori Gunther, MS, CPXP is the Director of Strategy and Experience, NCO Innovation at the National Office of the March of Dimes and President of Virtual Leadership Solutions, LLC. Lori has her BA in psychology and her Masters in Community Counseling. She has previously worked in the fields of victim services and is a nationally recognized expert in the fields of quality improvement, crisis intervention, PTSD, communication skills and she is a certified patient experience professional (CPXP). She has been a National Trainer for over 20 years and oversees the quality assurance and expansion of NCO Innovation for the March of Dimes.

Follow the speaker with your phone:



Perinatal Leadership Forum: The Experience is Everything Tuesday, November 7, 8:30am – 4:30pm

Megan West King, MSN RN, CPXP

Lori Gunther, MS, CPXP

Susan Clifford, BA, CPXP

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