Improved Patient Engagement through Improved Patient Experience

Terminology

Centric = Culture

Experience = Perception

Satisfaction = Happy, Measurement

Engagement = Activation, Understanding, Knowledge

What is Patient Experience?

Patient Satisfaction ≠ Patient Experience

Patient Experience = Patient Satisfaction + Effective Communication

Driving Change

Costs

Delivery methods

Reimbursement

• Value Based Purchasing

• Transparency

Demographics

• Providers

• Patients

Patient Expectations

Media

Reasons to Focus on Patient Experience

Patient Outcomes

Risk Management

Efficiencies

Marketing

Reimbursement
Measuring Patient Experience

- Consumer Assessment of Healthcare Providers and Systems
- Clinician & Group Survey - CG-CAHPS, 31 questions
  - Ability to get an appointment
  - Knowledge of medical history
  - Courtesy and respect as a patient
    - Physician
    - Staff
  - Prescription medications
  - Response to medical questions
  - Test follow-up
  - Time spent

Communication is Key

- Team Communication
- Handoffs and sign-outs
- Referrals and consultations
- Between physician/provider and patient
- Discharge, self-care instructions

Effective Communication

- Connect to patients
- Engage in the conversation
- Ask the question you want answered
- Listen for the answer
- Explain the why
- Explain the why not
- Two questions
  1. “Do I have what I think I have?”
  2. “Are you going to do what I think you should do?”

How Patients Hear Us

- Tone of Voice: 38%
- Words: 7%
- Body Language: 55%

Effective Body Language

- Arms open
- Body orientation, physical barriers
- Lean forward
- Head nodding
- Slow, steady breathing
- Pause before responding
- Eye contact
- Same level
But How Do They Hear Us On the Phone?

**TONE OF VOICE**

86%

---

**Tone of Voice**

- Tells patients who you are
- Makes you different
- Builds trust
- Used to influence and persuade
- Become firmer or deeper, never louder
- Sit up straight

---

**Taking A Call**

- Be prepared
- Smile
- Answer promptly – by third or fourth ring maximum
- Answer with name, role and greeting
- Speak slowly and clearly
- No food or gum
- Ask permission for hold – how long
- Notify before transferring
- Get as much info as possible for messages

---

**Placing A Call**

- Introduce self
- Rehearse
- Have all information
- Remember the other person may be busier than you
- Help them help you

---

**What Patients Value**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Privacy</td>
<td>68.3%</td>
</tr>
<tr>
<td>Verbal communication/recommendations</td>
<td>63.7%</td>
</tr>
<tr>
<td>Eye contact</td>
<td>56.8%</td>
</tr>
<tr>
<td>Handshakes, physical contact</td>
<td>49.6%</td>
</tr>
<tr>
<td>Body positioning near patient</td>
<td>24.9%</td>
</tr>
<tr>
<td>All of the above</td>
<td>22.8%</td>
</tr>
<tr>
<td>None of the above</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

---

**From the Patient Perspective**

- **89%**
  - Patients cite a good relationship with their primary care physician
- **80%**
  - Patients feel engaged
- **40%**
  - Patients feel rushed

18-23

Physicians interrupt patients 18-23 seconds into conversation

2

The average patient will talk for 2 minutes if not interrupted
Creating A “Difficult” Patient

- Uncertainty, unfamiliarity
- Fear
- Unrealistic expectations
- Lack of support
- Form over substance
- Miscommunications

Preventing the Angry Patient

- Do what you say
- Realistic expectations
  - Triage
  - Why, why not
- Look for signs, motivation
- Show empathy
  - “I understand how upsetting this must be for you”
  - Reassure you take concerns seriously
- Don’t become defensive
- Explain consequences of their decision(s)
- Acknowledge failure
- Keep your cool

Complaint Management

- Designate staff
- Private
- Listen
- Don’t be defensive
- Kindness
- Involve patient
- Grateful
- Research
- Follow through
- Give choices
- “Is it okay now?”
- Blameless apology – “I’m so sorry…”
- Take notes

Communication Techniques

- I can do… vs. I can’t…
- Wish I could
- You sound upset
- Tell me about it
- What would you like me to do
- Here’s what I would like to do next
- Agree in principle
- Thank you for sharing your feelings, experience

6 Ways to Master Patient Communication

- Rapport
- Explain
- Show
- Practice
- Empathy
- Collaboration
- Technology

Low Health Literacy Problems

- Incomplete forms
- Evaluating information
- Analyzing treatment options
- Calculating test results
- Interpreting test results
- Accessing physicians, health information
Health Literacy & Patient Rights

“...It is neither just, nor fair, to expect a patient to make appropriate health decisions and safely manage his/her care without first understanding the information needed to do so.”

American Medical Association, Reducing the Risk by Designing a Safer, Shame-Free Health Care Environment 2007

Low Health Literacy

- 1/3 of the US population
- 2/3 of those over 60 years of age
- Half walk out of the doctor’s office not knowing what to do
- Ask an average of 0-2 questions when meeting with physician
- 40-50% of medical information is forgotten immediately
- 50% of medical information is incorrect
- 37% of patients report they understand
- 40% of physicians thought the patients understood

Health Literacy – Warning Signs

- Incomplete forms
- Missed appointments
- “Forgot” or leaves educational materials
- Noncompliance

Health Literacy – Combating the Problem

- Teach back method
- Questions beginning with “how” and “what”
  – “Do you sometimes have difficulty understanding...”
  – Acknowledge the difficulty
- Plain language, enunciate
- Written materials < 6th grade
- Visit summary
- Alternate teaching methods

Cultural Implications

- Diet, Medicine, Communication, Interaction


Delivering Bad Information

Setting
Patient perspective
Information
Knowledge
Empathize
Strategize

### Courtesy, Respect & Professionalism

- Knock on door
- Move away from door, keep hand off doorknob
- Introduce self
- Address by name
- Eye contact
- Sit
- Smile
- Connect personally
- Remember, you are being watched
- Ask if there is anything else

### Patient Takeaways

**Do you know why you are in the office/hospital?**

Do you know what to do to take care of yourself/get better?

The “Hug” Test

### Patient Experience Resources

- A Physician’s Practical Guide to Culturally Competent Care https://cccm.thinkculturalhealth.hhs.gov/