



PATIENT SATISFACTION: *WHY IT MATTERS*

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WHAT IS PATIENT SATISFACTION?

- A distinction is sometimes made between measuring a patient's experience vs. their satisfaction
 - Patient's rating of their care experience is based on what they did or did not experience in their interactions obtaining health care
 - Patient satisfaction is based on patients' rating of the perception of the care they received
 - Clearly what a patient experiences significantly influences their perception of their care
- So, experience + perception = "satisfaction"

WHAT DO PATIENTS WANT?

- According to a 2004 Harris Poll, key factors that contribute to patient satisfaction in rank order are:
 - That they are treated with dignity and respect
 - That their providers listen carefully to their health concerns
 - The provider is easy to talk to
 - The provider takes their concerns seriously
 - The provider is willing to spend enough time with them
 - The provider truly cares about them

WHY IS PATIENT SATISFACTION IMPORTANT?

- Public reporting and comparison on performance, such as HCAHPS and CAHPS
- Interest and incentives to improve patient experience
- Evidence suggests strong correlation between patient satisfaction and healthcare outcomes
- According to a study sponsored by California HealthCare Foundation, California currently lags behind other states in ratings of patient experience

WHAT ARE THE DIMENSIONS OF PATIENT SATISFACTION?

○ Communication

- Do providers and staff listen to patients?
- Do patients receive clear, correct information about their diagnosis, medication, care?

○ Access to Care

- How long do patients wait to see their provider?
- Can patients access same-day or next-day appointments?

○ Care Coordination

- Is care quick and easy or confusing and delayed?
- Do providers and care settings work together?

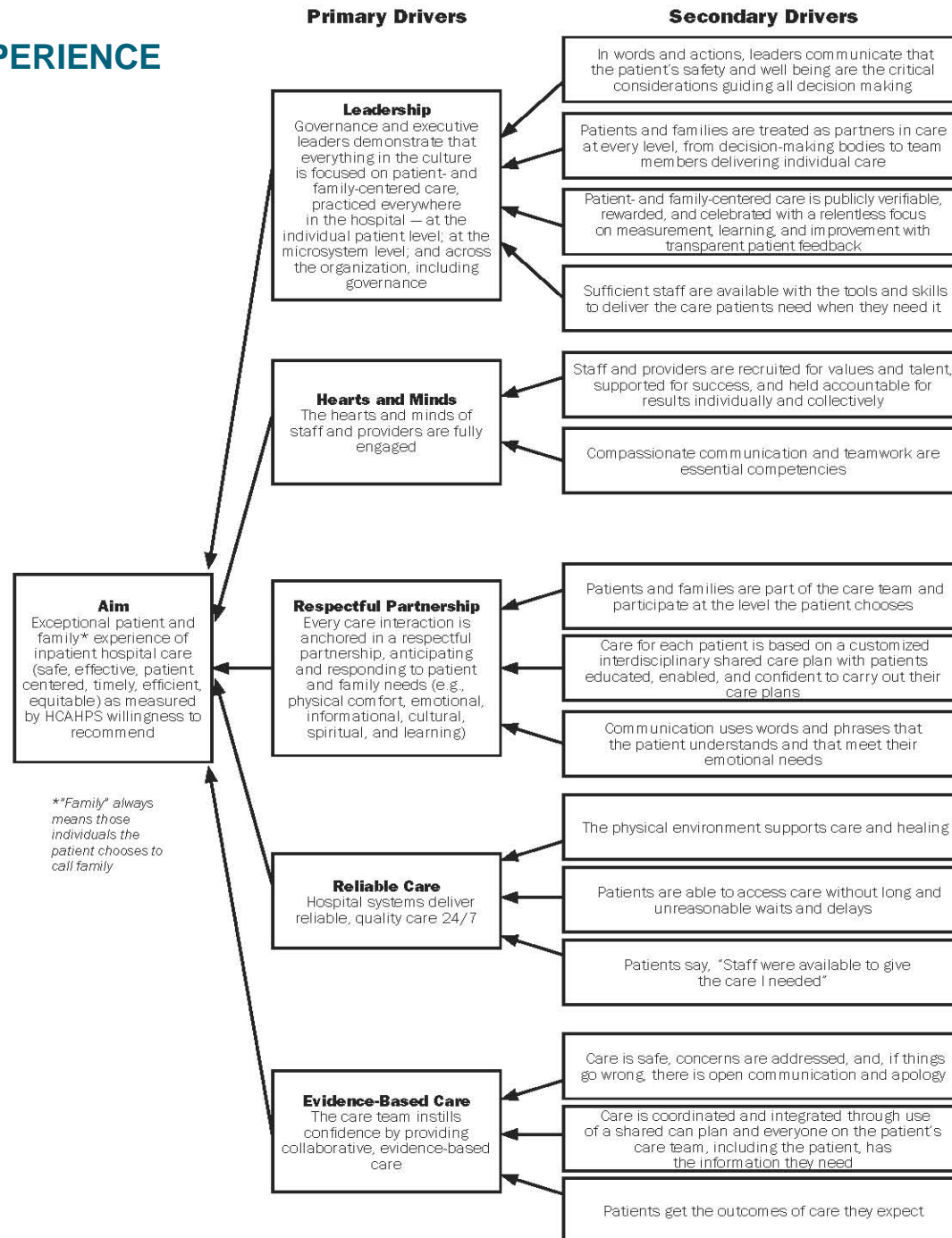
WHAT ARE THE DRIVERS OF PATIENT SATISFACTION?

1. Leadership commitment to improving patient experience
2. Staff and providers are fully engaged
 - Patient impressions of services are being delivered, how the services are being delivered and patient-provider interactions
 - Staff are supported and find a match between personal values and those of the organization
3. Respectful partnership between patients and providers/staff
 - Enable patients to participate in their care
 - Anticipate and respond to patient and family needs

WHAT ARE THE DRIVERS OF PATIENT SATISFACTION? (CONT.)

4. Reliable, quality care delivered 24/7
5. Evidence-based care
 - Care is collaborative - internal
 - Coordination across sites - external
 - What happens when something goes wrong
 - Patients know the expected outcomes

PATIENT AND FAMILY EXPERIENCE DRIVER DIAGRAM



PATIENT SATISFACTION IN OTHER CARE DELIVERY SETTINGS

- Similar opportunities exist for improving patient satisfaction in ambulatory care settings
 - Leadership commitment
 - Patient-centeredness
 - Transparent information used for improvement
 - Engagement of staff and providers in the design and implementation of improvements
 - Effective reward and recognition
 - Accountability of providers and staff
 - Effective improvement strategies focusing on elements most important to patients

WHAT CAN HOSPITALS DO?

- Focus areas for hospitals
 - Reduce gaps in patient and family centered care
 - Improve employee and provider engagement
 - Increase active patient and family participation
 - Healthcare Reform putting greater focus on medical home and patient-centeredness
- Benefits for hospitals
 - Improved efficiency and safety
 - Better outcomes
 - Reduced cost

SAMPLE MEASURES OF PATIENT AND FAMILY EXPERIENCE

Primary Driver	Secondary Driver	Measures
#1: Leadership	Patients and families are treated as partners in care at every level.	<ul style="list-style-type: none"> • A Patient- and Family-Centered Care Assessment is completed with key stakeholders from across the organization and with patient and family advisors. • A workplan is developed to address gaps. • There is measureable closure of gaps.⁸¹
#2: Hearts and Minds	Staff and providers are recruited for values and talent, supported for success, and accountable individually and collectively for results.	<ul style="list-style-type: none"> • Employee and provider engagement survey results show steady improvement in overall engagement results; organizations focus on questions such as those found in the Gallup Q12 (see Table 5).⁸²
#3: Respectful Partnerships	Care for each patient is based on a customized interdisciplinary shared care plan with patients educated, enabled, and confident to carry out their care plans.	<ul style="list-style-type: none"> • 100% of patients have a shared care plan in place, with evidence of active patient and family participation. • 100% of nurses effectively use Teach Back. • 100% of all patient education materials meet health literacy guidelines for appropriate reading level.
#4: Reliable Care	Patients are able to access care without long and unreasonable waits and delays.	<ul style="list-style-type: none"> • See the IHI Improvement Map process titled Patient Flow for Efficiency and Safety for measures.⁸³ • Use existing safety measures for reliable processes.
#5: Evidence-Based Care	Care is coordinated and integrated through use of a shared care plan, and everyone on the patient's care team, including the patient, has the information they need.	<ul style="list-style-type: none"> • See the IHI Improvement Map for Effective Processes.⁸⁴

CONCLUSION

- A high level of patient satisfaction
 - ➔ Is of critical importance in healthcare
 - ➔ Is driven by experience and perception
 - ➔ Is achieved through a patient-centered approach which leaders, providers, patients and families can influence by working together

RESOURCES

Balik B, Conway J, Zipperer L, Watson J. *Achieving an Exceptional Patient and Family Experience of Inpatient Hospital Care. IHI Innovation Series white paper.* Cambridge, Massachusetts: Institute for Healthcare Improvement; 2011. (Available on www.IHI.org)

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Epstein R, Fiscella K, Lesser C, Stange K. Why the nation needs a policy push on patient-centered care. *Health Affairs.* 2010 Aug;29(8):1489-1495.

Rutherford P, Lee B, Greiner A. *Transforming Care at the Bedside. IHI Innovation Series white paper.* Cambridge, Massachusetts: Institute for Healthcare Improvement; 2011. (Available on www.IHI.org)