


Experience Core


Five Tenets of Optum Patient Experience

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Education

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Overview



- Define patient experience and recognize the ripple effect
- Identify what matters most to patients and characterize empathy in the healthcare setting
- Recognize why and how patient experience is measured
- Determine how to become empowered to recover service
- Realize the importance of staying true to your purpose
- Relate to the five tenets of patient experience and how to embody them

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Patient Experience Defined

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What is Patient Experience

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

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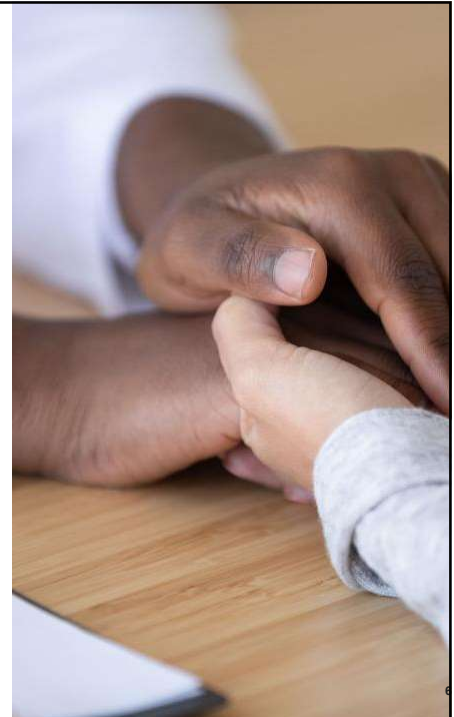
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Experience pillars span the care continuum



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As an example, consider the different voices coming from our patients and family members. It offers you a chance to get to **know** the patient – and demonstrate **compassion**.



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An Example of Uncertainty at Discharge

Patient



Daughter



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Emotions

What are some of the feelings that the patient and daughter are experiencing?



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How can you help patients and family members manage their stress and feel less vulnerable?



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Compassion

Before: "I'm being discharged from the hospital, but I have to go to a rehab facility until I'm more stable on my feet. I wish I could go home."

After: "I was disappointed I couldn't go home, but the people who drove me to the rehab facility were so nice. One even held my hand and that really helped me relax."



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Warm and Welcoming



Before: “They are transporting my mom to a rehab facility today from the hospital. I know how upset she was, and I hope it won’t prolong her recovery.”

After: “I arrived at the rehab center before my mom. They were so welcoming; they even showed me how to make her room feel more like home.”

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The Ripple Effect

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The Ripple Effect



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Bill is a 72-year-old man being rushed into emergency department with chest pains. Initial work-up reveals that Bill has had a heart attack, and he is subsequently admitted to the hospital for further evaluation and management.

Bill does well and is discharged a few days later with important adjustments to his medication regimen and therapeutic lifestyle changes.

Clinical Scenario

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Bill's Experience at Home



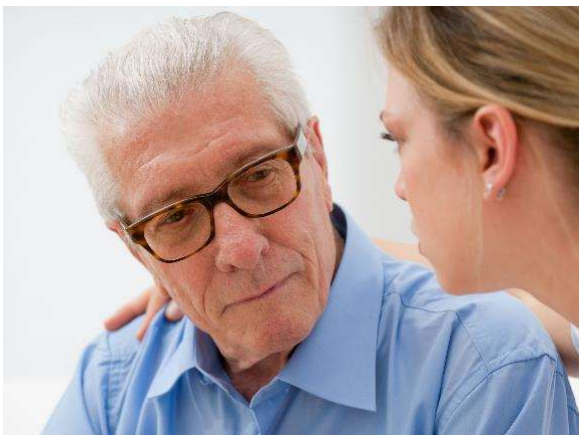
Once at home, Bill starts to review his discharge instructions and becomes frustrated. He is not able to understand the instructions and throws them in the trash.

He shouts, "I can't understand this stuff! I'm not dumb, but I don't know what this means or why it's important. Why don't they speak my language?!"

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Bill's Experience



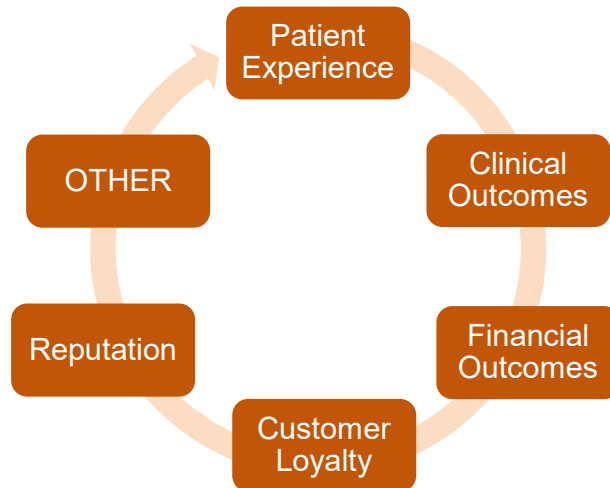
Not-surprisingly, Bill does not follow the changes and instructions suggested upon discharge, and he is not feeling well by the time he follows-up with his primary care physician.

He is sent back to the emergency room from his office visit and must be readmitted.

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The Ripple Effect



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What Matters Most to Patients and Family Members

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perceived. po
bil-ity /pə,sept
per·cep·tion /
which we bec
senses of sight
perceiving

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How Patients Perceive Quality

- Personal experience
- Personal interactions
- What they see and hear
- Whether their own needs were met
- Simplified journey



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Delivery of Care Experience



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Before Delivery of Care



**Community
reputation**



**Websites and
patient tools**



**Pre-visit
forms**

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During Delivery of Care



Warm and friendly environment



Interactions with all staff



Physical and virtual spaces

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After Delivery of Care



Follow up



Ensure satisfaction

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Empathy

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Three C's of Empathy

Care

Put yourself in the patient's shoes
See the world through the patient's eyes

Connect

Give your full attention
Make eye contact
Use touch, if appropriate
Connect with patient's and family member's needs

Communicate

Non-verbal: Use body language, voice tone to show you care
Verbal: Choose words that show you care
Validate patient's feelings and concerns

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Empathy Tips

Do

- ✓ **Say:**
I'm sorry you are having to go through this. This must be hard.
- ✓ **Ask:**
What is the main thing you are concerned about right now?
- ✓ **Validate what the patient is feeling:**
It sounds like...you are worried about...

Do Not

- ✓ **Do not say:** I understand how you feel.
 - Every situation is unique.
 - It is about the patient, not about you.
 - It is their story, not yours.
- ✓ **Do not try to solve their problem, but instead, listen to their concerns.**

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Care, Connect, Communicate

YOU

Care

- ✓ Show compassion
- ✓ See the world through the patient's eyes

Connect

- ✓ Give your full attention
- ✓ Make eye contact
- ✓ Use touch, if appropriate
- ✓ Connect with their needs

Communicate

- ✓ Non-verbal
- ✓ Verbal
- ✓ Validate feelings/concerns

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Measurement and Patient Experience

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Why Measure Patient Experience?

Evaluate how we are doing and help identify strengths and areas of improvement

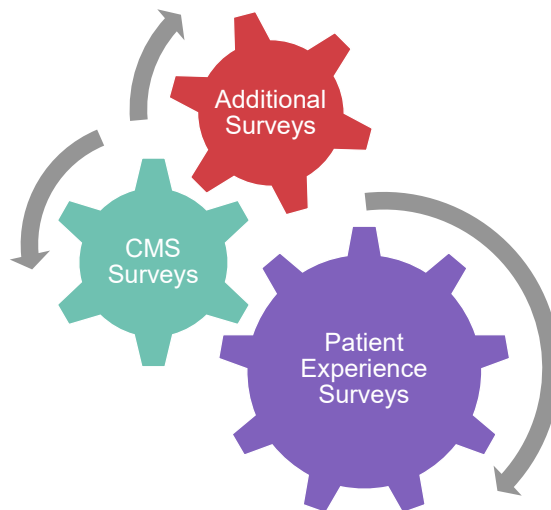
Relate to the experience from the patient's perspective

Become more transparent and accountable

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Patient and Member Surveys



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Why Are Surveys Important?



- Conveys voice of the patient
- Results are publicly reported and may impact our reputation
- The government holds the enterprise accountable for results
- We care about the patient experience

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Service Recovery and Patient Experience

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When Things Go Wrong

- **Handle mistakes** appropriately on behalf of our patients/families.
- **Recovering** from a mistake helps you maintain patient trust along with their families.
- **Recovery** ensures we are doing all we can to meet everyone's needs.



Tip: Address and act quickly

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What is Service Recovery?

Definition

Service recovery is the special effort patients and family members should expect, on their behalf, when things have not gone as expected.

Action

Includes actions taken by an employee to resolve a situation that has not gone as planned and when patient expectations have not been met.

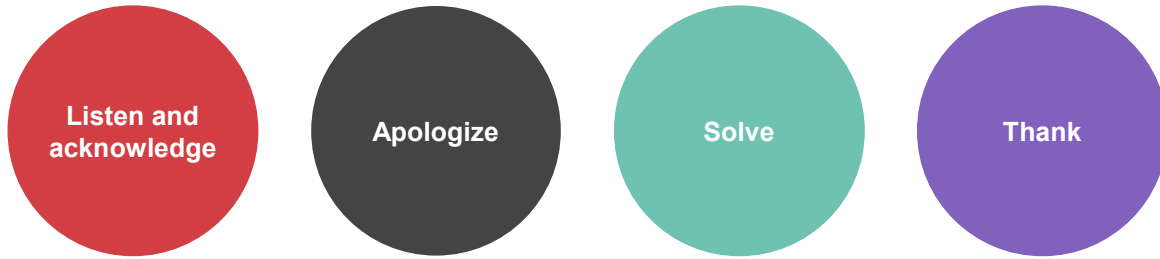
Quality service

Doing service recovery well is an essential part of delivering patient experience excellence.

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Service Recovery Components



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Experience pillars span the care continuum

Five Tenets of Patient Experience



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Staying True to Purpose

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Purpose

Your job or role offers an opportunity to use your talents and skills in ways that provide value to others.

For some, providing healthcare to patients is key to your life's work.

For others, providing service to patients and their families is a positive aspect of working here.

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Integrity

Compassion

Relationships

Innovation

Performance

Core values are the beliefs you have that guide your behaviors and drive the decisions you make


Both individuals and organizations have values

Alignment between individual and organizational values may increase job satisfaction

Values

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What are some things that cause stress to people in your role?

What are some techniques people use for reducing stress?

How do your co-workers help reduce stress?

Managing Stress

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Personal Strengths

Types of personal strengths:


Natural: Things you do well that are inherent to your personality, such as being friendly or outgoing.

Developed: Acquired over time through study/practice or both.

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We Are All in it Together



Everyone has a story

- ✓ Know me
- ✓ Trusted
- ✓ Compassionate
- ✓ Simple
- ✓ Warm and welcoming

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Summary

Patient experience is defined by the Beryl Institute as the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.

Patient experience can be thought of as a pebble causing **ripples** in water, and the ripples are the widening impact those experiences can have on both the patient and the healthcare system.

What matters most to patients is based on **perspective** and how they form their own perception of an episode of care.

Empathy is characterized by the 3 C's of care, connect, and communicate.

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Summary

Patient Experience is **measured** to determine how well patients perceive what we are doing, and data is primarily obtained via research-based surveys.

Service recovery includes actions taken by an employee to resolve a situation that has not gone as planned and when patient expectations have not been met.

The inner strengths and capabilities – including **purpose**, core values, and how we manage stress – each person contributes to the whole is what enables us to provide healthcare to our patients and peace of mind to their loved ones.

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