



2020: Year of Patient Experience

Executive Summary

January 23, 2020 Webinar

Abraham Segres

Vice President Quality and Safety, Virginia Hospital and Healthcare Association

- The VHHA Board has declared 2020 The Year of Patient Experience. The goals of the initiative are to:
 - ~ **Identify:** Identify, highlight and celebrate efforts by Virginia hospitals and health systems to improve the patient experience of care.
 - ~ **Integrate:** Continue to link and integrate patient experience improvement efforts with broader quality and patient safety improvement efforts.
 - ~ **Connect:** Facilitate connections between Virginia hospitals and health systems and other stakeholders for the purpose of shared learning.
 - ~ **Improve:** Support efforts to improve Virginia hospitals' individual and aggregate performance on national patient experience measures.

Michael P. McDermott, MD

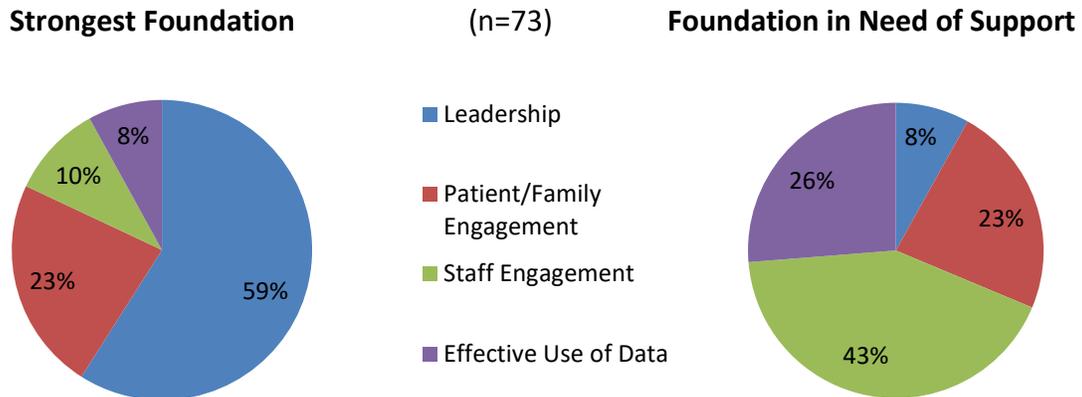
President and CEO, Mary Washington Healthcare
Chair, VHHA Board of Directors

- Mary Washington declared 2019 the Year of Patient Experience and is continuing with that focus in 2020. Patient experience is a journey that will never end.
- Focusing on the patient experience is the right thing to do and leads to better outcomes. The essence of a positive patient experience is compassionate care, treating people how we would like to be treated. A culture of compassionate care not only benefits patients, it benefits staff. Some benefits include decreased length of stay, fewer errors, and lower turnover and burnout.
- Most healthcare providers believe they are doing a great job with patient experience, but patients have a different perception.
- Healthcare organizations need to refocus on how we connect with patients and families and consistently provide safe, high quality care with compassion, authenticity and empathy.
- In 2019, Mary Washington was recognized by Press Ganey as being in the top 10% of hospitals for its rate of improvement in patient experience. Working together, Virginia hospitals will be able to see improvement in the statewide Year of Patient Experience.

Carrie Brady

VHHA Patient Experience and HCAHPS Advisor

- The Year of Patient Experience builds on prior work and will integrate and align with other initiatives and resources, including the support provided by HCAHPS vendors Press Ganey and NRC.
- The initiative is grounded on four foundational elements: leadership, patient and family engagement, staff engagement, and effective use of data. Webinar participants identified leadership as the strongest foundation and staff engagement as the foundation for which they need the most support.



- VHHA will provide support through monthly webinars, analysis of data, statewide pulse surveys to gather information on items of interest to leaders, and adaptation of a patient and family advisory council toolkit to include Virginia-specific examples.
- VHHA will disseminate lessons from a VHHA-funded five hospital Studer Group collaborative in Virginia.
- Leaders are encouraged to integrate patient experience with quality, safety and all other initiatives, to set the right tone by always asking how patients/families are engaged in each initiative, and to share their successes, challenges, and requests for statewide information with VHHA.

Next Webinar: February 27, 2020

Improving Patient Experience in Virginia Hospitals and Health Systems

Webinar #2: Creating a Culture of Safety and Service
Thursday, February 27, 2020
10:00 a.m. - 10:30 a.m.

Objectives:

- ▶ Discuss challenges of sustaining culture change
- ▶ Review patient experience improvement tactics used by one Virginia hospital
- ▶ Solicit input and feedback from other Virginia hospitals regarding patient experience improvement efforts

Target Audience: Leaders and managers in Virginia hospitals and health systems.

Chris Accashian
President, Bon Secours St. Francis Medical Center
Member, VHHA Board of Directors

VHHA
VIRGINIA HOSPITAL & HEALTHCARE ASSOCIATION
Pursuing the Quality Goals of Healthcare

Register using the following link: <https://attendee.gotowebinar.com/register/1855983728700908556>