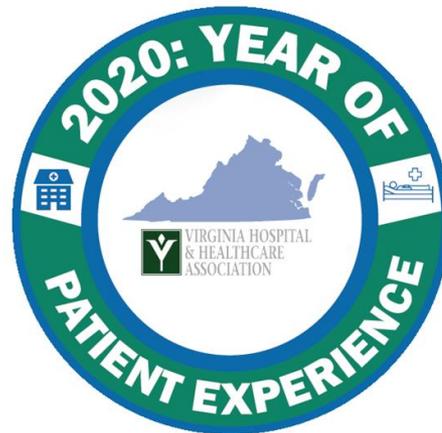


Improving Patient Experience in Virginia Hospitals and Health Systems



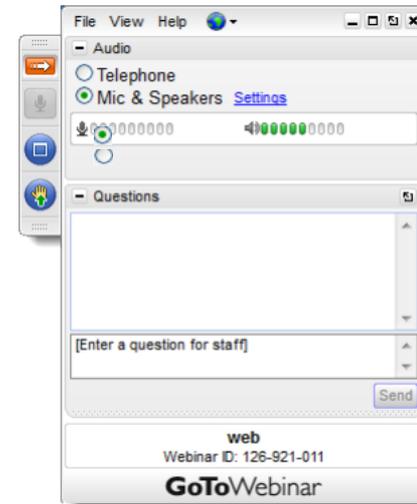
***Thursday, July 23, 2020
12:00 p.m. – 12:30 p.m.***



Housekeeping

- Webinar is being recorded
- All participants are in listen-only mode
- Ask questions or make comments by typing in the Questions box
- Slides are available for download in the Handouts section of the webinar control panel
- Slides and recordings will be available on the VHHA Quality & Safety website
- Feedback survey will launch at conclusion of the webinar

- **Grab Tab:** From the Grab Tab, you can hide the Control Panel, mute yourself (if you have been unmuted by the organizer), view the webinar in full screen and raise your hand.
- **Audio Pane:** Use the Audio pane to switch between Telephone and Mic & Speakers.
- **Questions Pane:** Ask questions for the staff.



Today's Agenda

1) VHHA Year of Patient Experience Overview and Webinar Objectives

- *Abraham Segres, VHHA*

2) Patient Experience: Rapid Process Improvement and Patient Experience

- *Mary Mannix, CEO, Augusta Health*
- *Crystal Farmer, RN, MSN, VP and CNO, Augusta Health*

3) Polling, Discussion and Questions

-Carrie Brady, VHHA Partner

4) Adjourn



Vision

Through the power of collaboration, the association will be the recognized driving force behind making Virginia the healthiest state in the nation.

Mission

Working with our members and other stakeholders, the Association will transform Virginia's health care system to achieve top-tier performance in safety, quality, value, service, and population health. The Association's leadership is focused on: improving access to care; ***continuing to improve health care safety, quality, and service***; promoting a vibrant, high-value health care system; and, advancing population health to promote health and economic opportunity for all Virginians.

VHHA Member Hospitals and Health Systems

- Augusta Health
- Ballad Health
- Bath Community Hospital
- Bon Secours Mercy Health
- Buchanan General Hospital
- Carilion Clinic
- Centra Health
- Chesapeake Regional Healthcare
- Children's Hospital of The King's Daughters
- Children's National Medical Center
- Encompass Health
- HCA Virginia Health System
- Inova Health System
- Lake Taylor Transitional Care Hospital
- LifePoint Health
- Mary Washington Healthcare
- Novant Health UVA Health System
- Riverside Health System
- Sentara Healthcare
- Sheltering Arms
- Universal Health Services
- University of Virginia Health System
- Valley Health
- VCU Health System
- Vibra Hospital
- Virginia Hospital Center



Goals:

- 1) **Identify:** Identify, highlight and celebrate efforts by Virginia hospitals and health systems to improve the patient experience of care.
- 2) **Integrate:** Continue to link and integrate patient experience improvement efforts with broader quality and patient safety improvement efforts.
- 3) **Connect:** Facilitate connections between Virginia hospitals and health systems and other stakeholders for the purpose of shared learning.
- 4) **Improve:** Support efforts to improve Virginia hospitals' individual and aggregate performance on national patient experience measures.

Today's Objectives:

1. *Discuss the use of HCAHPS scores to guide improvement strategies*
2. *Review one hospital's patient experience success sharing plan*
3. *Share insights from the impact of COVID-19 on deployment of key patient experience tactics*



Mary Mannix, FACHE

CEO, Augusta Health
Fishersville, VA



Crystal Farmer, RN, MSN

VP and CNO, Augusta Health
Fishersville, VA

JOURNEY TO PATIENT EXPERIENCE



Rapid Process Improvement and
Patient Experience

Mary N. Mannix, FACHE, President & CEO
Crystal Farmer, MSN, RN, NE-BC, Vice President & CNO
Matthew Fidler, MA, Director of Patient Experience

AUGUSTA HEALTH

About Us

- Independent, Non- Profit
- Fishersville, VA
- Licensed for 255 beds
- ADC 150
- ED visits ~60,000
- 17 off campus AH sites
- Employed Physician Providers- 190



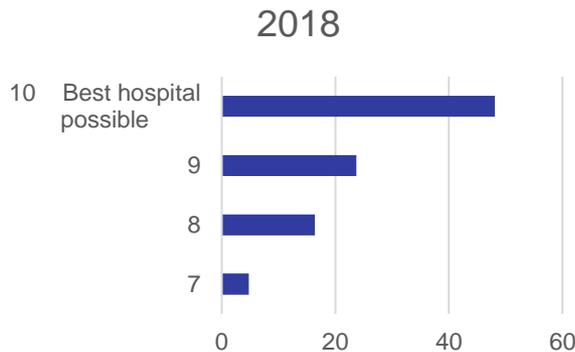
Patient Experience: Augusta Health

Where we started

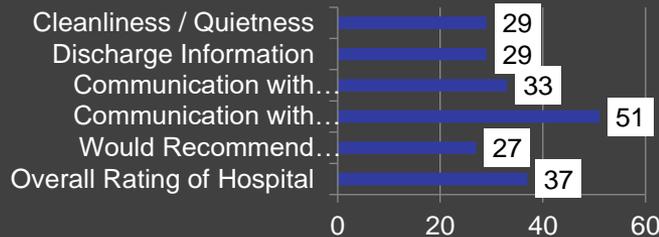
BACKGROUND:

- Disconnect between quality, finances, staff engagement and patient experience.

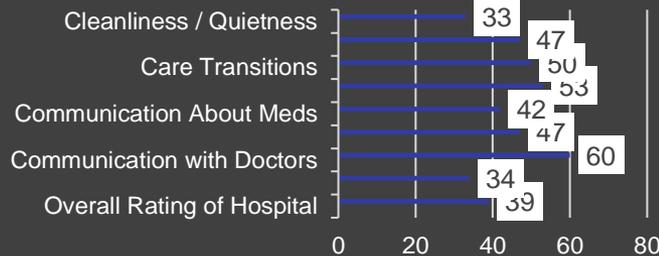
Inpatient Response Distribution



2018 ED Percentile Ranks



2018 Inpatient Percentile Ranks



Tactics



1

Start at the Front Door

ED Wait Times, Triage Process

2

Hire for Fit

3

Back to Basics

Nurse Leader Rounding | Uniform Code | Behavior Modeling | Communication

4

Re-Energize the Augusta Way

Ritz-Carlton Partnership

5

Leverage Employee Shared Success Program

Nurse Leader Rounding

Training

Classes taught by CNO/Director of Patient Experience

Revalidation to ensure compliance.

Communication

Build connections across systems

Gives Patients a Voice

Building trust through transparency

Impact of NLR in the ED 2019			
Dimension	No	Yes	Difference
Cleanliness/Quietness	70	88.8	18.8
Communication with Nurses	62.9	87.4	24.5
Communication with Providers	67.6	88	20.4
Discharge Information	37.5	69.5	32
Overall Rating of Hospital	52.1	81.3	29.2
Would Recommend Facility	48.9	80.6	31.7

Impact of NLR in Inpatient 2019			
Dimension	No	Yes	Difference
Care Transitions	35.6	56.4	20.8
Cleanliness/Quietness	51.3	66.8	15.5
Communication about Medication	36.3	68.7	32.4
Communication about Pain	40.5	68.4	27.9
Communication with Doctors	72	85.9	13.9
Communication with Nurses	66.7	84.9	18.2
Discharge Information	74.4	89.4	15
Overall Rating of Hospital	51.1	77.4	26.3
Responsiveness of Staff	54.1	73.5	19.4
Would Recommend Hospital	53.7	76.4	22.7

MyRounding

Builds Accountability
Empowers leaders to take control of their units

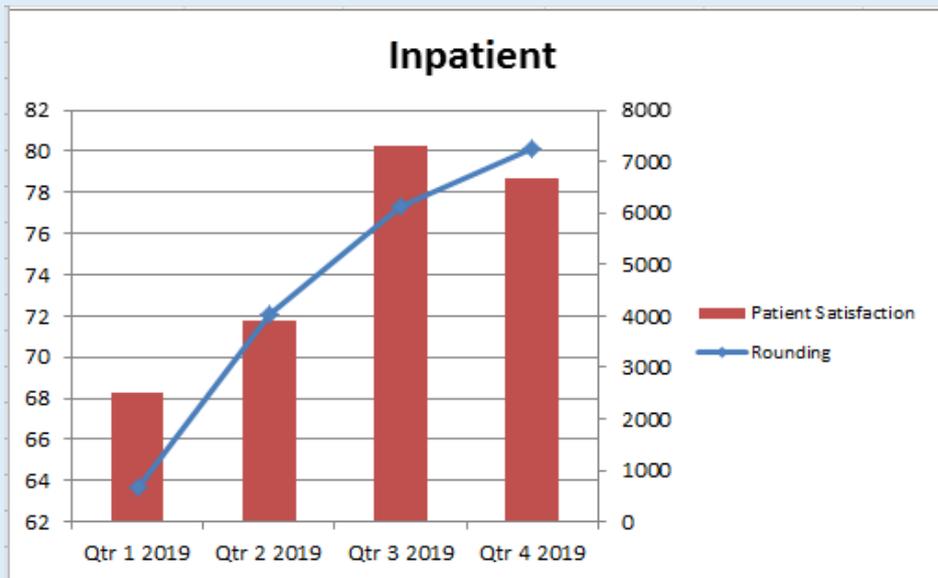
Engage Team Members at Every Level

Ripple effect

Leaders Back at Bedside



Is There a Secret Sauce?



1

Verify and validate
every step of the way

2

Modeling the Behavior

3

Sharing the Stories

COVID-19: The Tree in the Road



What Did We Do Different?

We want to help you stay connected while you're here.

We understand that being in a hospital can be difficult, and that it's hard not having family and friends visit. So, we are helping by providing our patients with a Liaison to support communication with family and friends during your stay.

WHAT IS A LIAISON?

A Liaison is an Augusta Health staff member who will help you connect with your family, as well as hospital staff.

WHAT CAN A LIAISON DO FOR ME?

A Liaison will make sure that patients and families receive the information they need to stay informed about a patient's condition. Liaisons can also help with technology so patients can video conference with family.

HOW CAN I CONTACT A LIAISON?

You or your family may request involvement with a Liaison by calling 540-332-4569.

We took control over what we could during the uncontrollable

- 1 Continued rounding in adaptive ways
Monitor Pulse of the Units, Virtual Sitter Platform
- 2 Kept our patients connected and informed
Patient/Family Liaisons, Meal Cards, Facetime, Call Center
- 3 We stepped up to make staff feel confident
Messages from Mary, Biweekly Townhalls, Transparent Communication, Safety Resource Officers

Your health and safety are our top priority

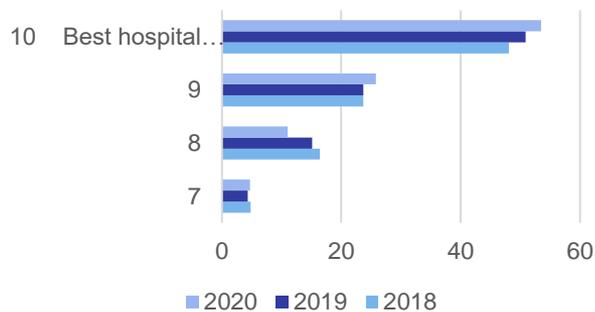
2020 Q2 Breakout	VA Average	Apr 2020	May 2020	Jun 2020	Total
	Top Box	Top Box	Top Box	Top Box	Top Box
CAHPS Dimensions					
ED Overall Rating of Hospital	71.6	82	75.1	78.8	78.6
Inpatient Overall Rating of Hospital	74.8	78.9	77.9	80.0	79.0

Patient Experience: 2018-2020

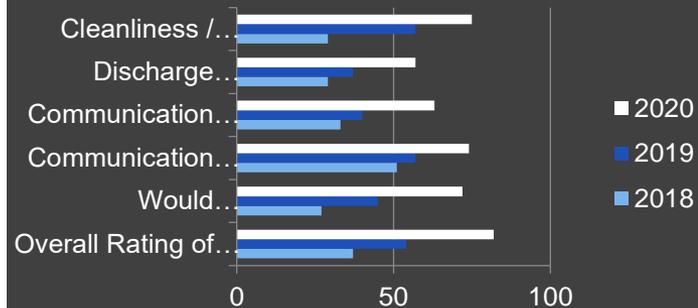
Where we stand

Inpatient Response Distribution

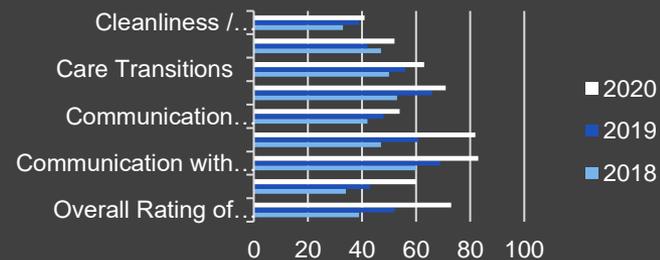
2018-2020



ED Percentile Ranks



Inpatient Percentile Ranks





QUESTIONS?

Polling Questions and Discussion



Carrie Brady

VHHA Patient Experience and
HCAHPS Advisor

2020 Year of Patient Experience



Leadership



Patient and
Family
Engagement



Staff
Engagement



Effective Use of
Data

Grounded in Four Essential Foundations for Success

Polling Question #1:

Using Data to Verify Process Impact

- Do you validate the impact of specific processes/practices (e.g. nurse leader rounding) by comparing HCAHPS data for those patients who did and did not experience the process?
 - Yes
 - No

If yes, please indicate in the chat box what processes/practices you have validated in this way.

Polling Question #2:

New Strategies to Connect Patients and Family

- Since the onset of the pandemic, have you implemented any new communication strategies (e.g. liaison) to connect patients with their loved ones?
 - Yes
 - No

If yes, please indicate in the chat box the strategies you have implemented.

Polling Question #3:

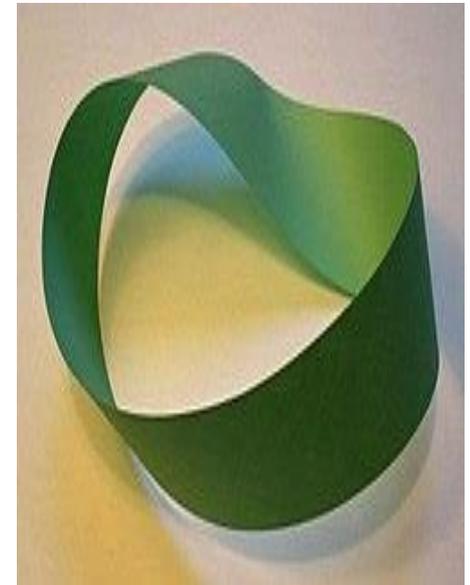
New Strategies to Support Staff

- Since the onset of the pandemic, have you implemented any new strategies to support your staff?
 - Yes
 - No

If yes, please indicate in the chat box the strategies you have implemented.

It's All Connected

- HCAHPS questions are exclusively about the inpatient experience but patients don't differentiate
- Your “front doors” (ED, outpatient clinic/procedure, etc.), set the tone
- The staff experience drives the patient experience



Möbius Strip



Upcoming Webinars

Date/Time:

Featured Presenter:

August 27

12:00 noon

Nathan Cunningham

Manager- Patient Experience & Department
of Patient Centered Services, VCU Health
Richmond, Virginia

September 24

12:00 noon

Insights from VHHA/Studer Group Collaborative

Five (5) Virginia Hospitals & Studer Coach



Thank you!!

