



## 2020: Year of Patient Experience

### Executive Summary

July 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.

#### Rapid Process Improvement and Patient Experience

Mary Mannix, CEO, Augusta Health

Crystal Farmer, RN, MSN, VP and CNO, Augusta Health

Matthew Fidler MA, Director of Patient Experience, Augusta Health

#### Patient Experience Strategy

- In 2018, there was a disconnect between quality, finances, staff engagement and patient experience. Augusta Health's performance on patient experience was "mediocre" compared to the other performance metrics.
- In 2018-2019 Augusta Health implemented a new strategic plan "Journey to 2025" and the top strategy became to drive an exceptional patient experience. Several tactics were identified, including: starting at the front door (e.g. ED wait times, triage process), hiring for fit, going back to basics, re-energizing the Augusta way, and leveraging the employee shared success program to increase forward momentum. The health system began rounding on patients in the ED waiting room, communicating patient experience goals to staff instead of just scores, and pulling the Augusta way values back into the forefront of culture. The system was inspired by Chick-Fil-A's culture of customer service.
- The Back to the Basics strategy emphasized nurse leader rounding, a uniform code that inspired professionalism, behavior modeling, and communication as the essence of connecting with patients.

## **Use of Data to Drive Improvement**

- Augusta Health began to look at the data differently, by examining the distribution of HCAHPS Overall Rating responses instead of focusing only on percentile rankings. They determined that the largest category of non-top box scores was an 8, which was encouraging because they weren't too far from the goal of a 9 or 10 rating.
- Augusta Health uses data to illustrate why a particular practice, such as nurse leader rounding, is important. All staff, not just leaders, then see the significance of a practice and understand the why behind it.
- Patients who had nurse leaders round with them give the health system significantly higher scores on many domains of the patient experience versus patients who did not have nurses round on them.
- The data demonstrated a huge increase in patient experience scores when nurse leaders rounded on every patient, every day. Nurse leader rounding is no longer perceived as the flavor of the month.
- If there is a "secret sauce" to patient experience improvement, it is:
  1. Verify and Validate Every Step of the Way
  2. Model the Behavior
  3. Share the Stories

## **COVID-19 Adaptations**

- Although 2020 became the year of the pandemic, rather than the year of patient experience, the health system "took control over what they could during the uncontrollable" and implemented programs designed to maintain communication and connection with both patients and staff.
- Augusta Health continued rounding in adaptive ways to monitor the pulse of the units and created a virtual sitter platform so patients did not feel alone.
- The health system kept patients connected and informed through a patient/family liaison program to assist patients, families, and staff with communication, as well as through Facetime and the call center.
- Augusta Health took steps to make staff feel confident with messages from Mary, biweekly townhalls, transparent communication, and safety resource officers.
- These efforts helped Augusta Health maintain Overall Rating CAHPS performance for inpatient and the emergency department well above the Virginia average through second quarter 2020.

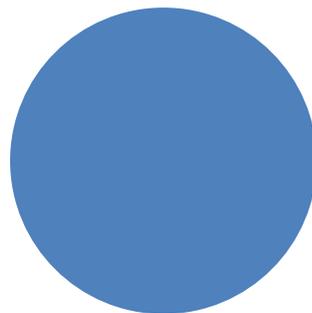
## **Carrie Brady, VHHA Patient Experience and HCAHPS Advisor**

- The Year of Patient Experience is grounded on four foundational elements: leadership, patient and family engagement, staff engagement, and effective use of data. The presentation today illustrates how all of the foundations are important and work together.
- Although HCAHPS focuses on the inpatient experience only, everything is connected. The staff experience drives the patient experience and the hospital's front doors (emergency department, outpatient areas) set the tone for the inpatient experience.
- 69% of polling respondents (n=16) indicated they are using data to verify the impact of specific processes on patient experience.

- The pandemic has affected how hospitals are connecting patients with their loved ones and how hospitals are supporting their teams. 100% of polling respondents indicated they have implemented new strategies to connect patients and families and 92% have implemented new strategies to support staff. VHHA is interested in gathering information about these new practices. If you have a practice you'd like to share with your peers, please contact Abraham Segres at [asegres@vhha.com](mailto:asegres@vhha.com).

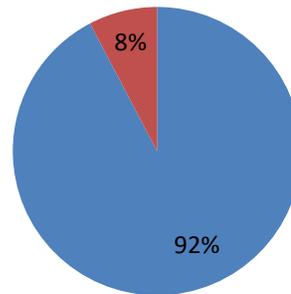
### New Strategies Implemented in 2020

To Connect Patients with Family (n=13)



■ Yes ■ No

To Support Staff (n=13)



■ Yes ■ No

Next Webinar: August 27, 2020

## Improving Patient Experience in Virginia Hospitals and Health Systems



Webinar #6: Employee Engagement, Patient Experience, & Care

Thursday, August 27, 2020  
12:00 p.m. - 12:30 p.m.

#### Objectives:

- ▶ Understand the relationship between employee engagement and patient experience
- ▶ Recognize common engagement challenges and strategies to overcome them
- ▶ Describe an innovative model for peer-driven design and development through shared decision-making



Nathan Cunningham, MPH  
Manager, Patient Experience  
Dept. of Patient Centered Services  
VCU Health • Richmond, VA

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

Register using the following link:

<https://attendee.gotowebinar.com/register/3848792483218356752>

Contact Abraham Segres at [asegres@vhha.com](mailto:asegres@vhha.com) with questions regarding event details.



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