Patient Experience Conference 2012 Encore Webinar Series

Concierge Care: Service with (Much) More than a Smile

Tria Deibert, Director of Marketing, Meridian Health

Dial-in Number: 1-877-668-4493
Passcode: 805 351 478
Defining Patient Experience

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

- The Beryl Institute
Upcoming Patient Experience Regional Roundtables

Chicago – September 20
Host site: Northwestern Memorial Hospital

Orlando – November 8
Host site: Florida Hospital

Make Connections
with other patient experience leaders.

Take Away New Ideas
to enhance your patient experience efforts.

Leave with a Plan
to immediately impact your organization.

Space is Limited. Register Now.
Housekeeping

- All participant phone lines are muted
- The presentation will run 45-50 minutes with about 10-15 min for Q&A
- Q&A will be conducted through the chat function. Please submit questions to the host for a facilitated Q&A after the presentation.
- Webinar materials and session recording will be available for all attendees (an email will notify you when available with the appropriate link)
- A post-webinar survey will be distributed following today’s session
Today’s Presentation

Concierge Care: Service with (Much) More than a Smile

*Presented by Tria Deibert, Director of Marketing, Meridian Health*

We live in a "Have it Your Way” culture. Consumers expect to have it "their way” whenever they interact with a business or service--except when they come to a hospital. At a hospital patients expect to have great clinical care but they also expect to have very little control over their personal needs. Yet, when you look at all of the patient satisfaction surveys, personal need is ranked high in importance. This presentation provides practical information and tools for researching, creating and implementing a program. It also outlines how the development of concierge services at your hospital can empower patients, guests, family members and nursing so you are able to provide (and measure) the best health care experience.
Service with (Much) More than a Smile
The Beryl Institute Patient Experience Conference 2012

Concierge Care
from the ordinary to the extraordinary
“...and we offer a complete range of amenities, including, 24 room service, concierge staff and complimentary belly rubs.”
At Your Service…

- Why Concierge Care?
- Research and Development
- Program Design
- It’s a Go!
- Measuring Success
- Lessons Learned
We Provide the Best Health Care Experience

WHY CONCIERGE CARE?
Meridian’s Powerful Continuum

Key Health System Statistics
- 95 Convenient Locations
- $1.6 Billion in Annual System Revenues
- 12,000 Team Members
- 2,100 Physicians on Staff

6 Hospitals: 1,700+ beds
- Jersey Shore University Medical Center
- K. Hovnanian Children’s Hospital
- Ocean Medical Center
- Riverview Medical Center
- Southern Ocean Medical Center
- Bayshore Community Hospital

Partner Companies
- Post Acute Care: 5 facilities, 728 beds
- At Home Nursing, Hospice, & Rehab: Serving all of Central New Jersey
- Ambulatory Care: 12 facilities
- Primary Care Network: 18 physician practices
- Ambulance/Medical transport: 100+ vehicles
- Occupational Health: 6 centers
- Rehabilitation and Fitness: 9 facilities, 2 inpatient facilities
- Behavioral Health: 5 outpatient, 2 inpatient facilities
The Voice of the Customer

RESEARCH AND DEVELOPMENT
A Good Place to Start

Project Charter
Research and develop a Concierge program that will create an exceptional guest experience for implementation across Meridian Health.
Let Your Customers Be Your Guide

- Six “masked” focus groups
- Consumer interest
- Impact on willingness to use and image
- Expectations for services, amenities, and pricing
- Explore marketing opportunities
“You Don’t Find a Concierge at a Motel Six”

• Overwhelming majority of consumers were interested
• “Concierge” brought to mind high-end service
• Image = progressive and service savvy
• Influences choice
The Voice of the Customer
Guest Relations by Design

PROGRAM DESIGN
Auditing Your Program
Sometimes a redesign is needed!

- Patient Relations *by default*
  - Inconsistent service delivery
  - Not proactive
  - FTEs in hybrid or “other” functions
  - Meeting the very basic patient needs, most of the time

- Guest Relations *by design*
  - Consistent service delivery
  - Proactive focus
  - FTEs in intended function
  - Concierge available
  - Exceeding our guests expectations with exceptional and consistent service
Right Fit. Right Role.

• Cultural Shift
  – Now “Guest Relations” vs. “Patient Relations”
  – All job descriptions: focused on delighting patients and guests by exceeding their expectations and paying attention to detail

• Team members auditioned for new roles
Build or Buy?
Circles at a glance:

• **For over 15 years** Circles has enabled many of the world’s top brands to increase the lifetime value of their customers through service distinction.

• **Part of the Sodexo family** of companies, the worldwide leader of on-site service solutions and 1500+ Hospital Relationships

• **Customizable packages** that maps to your culture and vision for staff, patient and family excellence


Some of their clients include:

- Meridian Health
- Biogen Idec
- Millennium
- Takeda
- Nemours
- Biogen Idec
- University of Mississippi Health Care
- Mercedes-Benz
- Cox
- Mass General Hospital
- Boston Red Sox

Concierge Care from the ordinary to the extraordinary
CIRCLES CRM Interface

Service Request

Dining Reservations

Intake:
What Matters?: CM celebrating anniversary dinner and would like to have lilies waiting on the table upon arrival.
Additional services offered:
Transportation
Member response: No
Additional Details: Please put reservation under name Brian Lane.
Hotel Name: NA
Smoking or Non? NA
If card # is required for booking, is this OK to give? yes
Fax for Card Auth (5+ people):
Special Occasion? (Flowers? Champagne?): anniversary

*Topic:
Dining Reservation

*City:
New York

*Country:
USA

*State:
NY

*Date:
8/16/2008

Time Range:
7:00 - 9:00 pm

*Party Size:
2

1st Choice Restaurant:
Del Posto

1st Choice Phone:
(212) 497-8090

SR Preferred Contact:
Shannon.Lee@circ...
Operations: How it Works

Request is made by calling Concierge at x111 or visiting Concierge desk

10 AM – 8 PM, 7 Days Per Week
- Concierge answers the call from desk
  - Concierge handles or triages request
    - Example: Dinner reservations are handled by concierge from desk
    - Example: Stamps are needed for mail and Guest Relations Rep runs the errand
  - Request is logged and tracked

After Hours, 7 Days Per Week
- Concierge not available. Answering machine.
  - Concierge checks voice mail in the A.M.

Concierge

Concierge Care
from the ordinary to the extraordinary

Meridian Health
Go? Or No Go?

- New Guest Relations job descriptions
- Outsourced to CIRCLES
- 7 days a week from 10 AM to 8 PM
- Pilot
- Measure results
- Chief Experience Officer
IT’S A GO!
Walk. Don’t Run.

- Multi-disciplinary…
  - Multi-site…
    - Multi-long!
- Patient Choice: Meet Patient Safety
- Clinical Considerations
- Infection Control
Measures for Success

- Short-term
  - Utilization: number of service requests
  - Patient feedback surveys
- Long-term
  - Elevation in patient satisfaction scores
  - Decrease in patient complaints and service recovery episodes
  - Increase in positive perception and preference
  - Increase in volume
Communicate. Communicate. And...Communicate Some More!

- **Nursing Leadership**
- Road Shows
- Huddles
- Site Leadership Meetings
- Internal Publications
- Intranet
- Plasma Screens
- Collateral
Packaging

CONCIERGE CARE
Leave the rest to us

At Riverview Medical Center, we are focused on delivering the best health care experience. We understand your health care experience goes beyond the exceptional clinical care we deliver. That is why we have developed Concierge Care.

This complimentary service, available to all patients and guests of the Medical Center, is designed to meet your non-clinical needs during your stay. From transportation and information requests, to room service, our Guest Relations Team is here to help!

As Concierge Care is provided to you by Riverview, the only charges you may incur are for any goods or amenities our Guest Relations Team purchases for you on your behalf.

Remember, our Guest Relations Team is here to serve you and does not accept gratuities for the service they provide. That is our pleasure. We appreciate your comments and feedback, so please fill out your Comment Card before your departure.

Concierge Care is available seven days a week from 10:00 a.m. through 8:00 p.m., with an answering service for after-hours requests.

For assistance with the comfort of your room after-hours, please call extension 2209 and for food requests after-hours please call extension 2358.

To take advantage of Concierge Care please dial extension 1111 or visit the Concierge Desk in the Marshall Booker Lobby.

Dial
Extension 1111

Riverview Medical Center
10:00 a.m. - 8:00 p.m.
Seven Days a Week
Menu of Services

Complimentary Services

**Concierge Services**

**SERVICE REQUESTS**
- Florists
- Gift Wrapping
- Gifts
- Household Service Requests
- Pet Services
- Postage & Mailing
- Letter Writing or Reading
- Errand Running
- Setting or Cancelling Appointments
- And More

**TRANSPORTATION**
- Taxi Services
- Limousine Service

**BUSINESS SERVICES**
- Fax Services
- Notary
- Interpretation Services

**INFORMATION SERVICES**
- Information Research
- Restaurant Recommendations
- Restaurant Reservations

**COMPLIMENTARY AMENITIES**

**FOOD AND BEVERAGE**
- Cup of coffee from café
- Café-style room-service from café

**ENTERTAINMENT**
Complimentary collection of books, magazines, and newspapers

**Amenities Available for Purchase**

**COMFORT ITEMS**
- Soap
- Toothbrush
- Toothpaste
- Comb
- Hairbrush
- Hair spray
- Shampoo
- Nail clippers
- Lip Balm
- Deodorant
- Razor
- Shaving Cream
- Lotion
- Hand Aid Batteries
- Denture Adhesive
- Feminine Products

**FOOD AND BEVERAGE**
- Coffee of Coffee (serves 6-8): $5
  - Specialty Coffee from Coffee Shop: $2 per cup

**MEAL DELIVERY**
Restaurant meal delivery: Please inquire with Concierge for full list of available means.
- Grace's
- New Corner: Red Bank
- No Joe's Café
- Torcello

**SNACKS**
- Candy bars
- Granola bars
- Cookies
- Crackers
- Chips
- Gatorade
- Stewart's root beer
- Bottled water
- Fruit

**Spa Offerings**

We know it's sometimes hard to relax during stay so Riverview Medical Center is pleased to offer you a selection of in-room spa services to help make your stay as comfortable as possible. All services are performed in the comfort of your room by accredited professionals from the local area. Please call Concierge at extension 1111 to book an appointment or to ask any questions you may have.

**MASSAGE**
- Availability: Tuesdays & Fridays from 12:00 p.m. - 6:00 p.m.
- Length of service: 30 minutes
- Additional details: All massage services are performed over your hospital stay or comfortable clothing.

  - Head, Neck, and Shoulder Massage: Gentle pressure touch massage on your temples, neck, and shoulders to relax you and to help relax your mind. $35 including gratuity
  - Hand and Foot Massage: Gentle touch massage on your hands and feet ideal for increasing circulation, soothing blooded energy paths, and leaving you feeling revitalized and relaxed. $35 including gratuity

**REFIK**
- Availability: Tuesdays from 12:00 p.m. - 6:00 p.m.
- Length of service: 30 minutes
- Additional details: All massage services are performed over your hospital stay or comfortable clothing.

  - Reiki: Gentle pressure hands-on healing technique of Japanese origin. This popular treatment promotes healing, wellness, relaxation, and edges stress so your body can concentrate on healing. $35 including gratuity

**PEDI-CURE**
- Pre-Surgery Reiki: Preparation for surgery with Reiki energy. With guided visualization and relaxation techniques to relax you, to prepare your body for surgery and to prepare for optimal healing. $35 including gratuity

**MANICURE**
- Availability: Tuesdays from 2:00 p.m. - 5:00 p.m.
- Length of service: 30 minutes
- Price of service: $25 including gratuity

Enjoy a 30-minute manicure in the comfort of your room. A local manicurist will treat your hands and nails including shaping, buffing, moisturizing, and painting.

**PEDICURE**
- Availability: Tuesdays from 2:00 p.m. - 5:00 p.m.
- Length of service: 30 minutes
- Price of service: $25 including gratuity

Enjoy a 30-minute pedicure in the comfort of your room. A local pedicurist will treat your feet including shaping nails, buffing, moisturizing, and painting.

**Gentleman's Shave**
- Availability: Tuesdays from 2:00 p.m. - 5:30 p.m.
- Length of service: 30 minutes
- Price of service: $42 including gratuity

Relax and enjoy a traditional shave in the comfort of your room. Your shave will start with pre-shave oil, hot towel and lather. Then after the first shave you will be re-lathered and enjoy a second shave and unscented application. This is a traditional treatment and shave all in one.

*To ensure your health and well-being, all food and beverage services will be discussed with your assigned care team. If you have dietary or health restrictions, this menu will work with you to find a meal appropriate alternative.

Riverview Medical Center
Affiliate of the Mission Health System

Extension 1111
10:00 a.m. - 8:00 p.m.
Seven Days a Week
Food Delivery Menu

Concierge Care
Leave the rest to us

Torcello
Restaurant Delivery Menu

Extension 1111
10:00 a.m. - 8:00 p.m.
Seven Days a Week

Torcello Dinner Menu

PASTA
- Homemade tortellacci with ricotta & spinach $21
- Penne with fresh mozzarella, tomato & basil $19
- Spaghetti with shrimp in a spicy tomato sauce $24
- Linguine white or red clam sauce $24
- Fettuccine with salmon and asparagus in a light cream sauce $23
- Rigatoni carbonara with peas $19
- Calamari fra diavolo over capellini $23
- Garganelli bolognese $22
- Candele puttanesca di calamari $23

SECONDI
- Pan seared salmon with lentils & oven dried tomatoes $24
- Tilapia with honey, dates & wild rice $24
- Pan seared sea scallops with frisée, arugula & orange $26
- Swordfish paillard with arugula, frisée, tomato, onion & capers $28
- Grilled shrimp with zucchini salad $27
- Veal sacchettine with wild mushrooms $26
- Veal milanese with field greens $25
- Veal sorrentino, eggplant, prosciutto & mozzarella $28
- Roasted pork chop with wild greens $24
Healthy Choices

- Gluten Free
- Low Cholesterol
- Low Fat, Sodium & Cholesterol
- Low Fat
- Low Sodium
- No Dairy
Tray Mats

WE ARE COMMITTED TO DELIVERING THE BEST HEALTH CARE EXPERIENCE.

Concierge Care

Extension 1111 • 10:00 a.m. - 8:00 p.m. • 7 Days a Week
Hotel Perks at a Hospital

CONCIERGE CARE AT RIVERVIEW MEDICAL CENTER
By TOM PROELLA

A Riverview Medical Center, making you feel at home while you're away from home for a hospital stay is top priority for its new Concierge Care service. Five-time recipient of the J.D. Power and Associates Award for providing an “Outstanding Patient Experience” — an honor earned by only two other hospitals in the nation — Riverview is now enhancing its total hospital experience by providing hospitality amenities to address more personal, non-clinical needs. This service is available to all patients and guests of the Medical Center, and just like a hotel, it is complimentary.

Concierge Care offers direct access to a multitude of services similar to those you might find in a five-star hotel... starting with a concierge who welcomes you in Riverview's lobby and is available to assist with a variety of needs during your stay.

For example, if you have family visiting from outside the area, the concierge can give directions to the hospital, as well as advice on places to spend the night and recommendations for local restaurants. Spa services? No problem. The concierge can make arrangements for you to have your hair done, get a massage, have a manicure and pedicure... even a shave for men.

"WHEN WE WERE APPROACHED BY RIVERVIEW TO TAKE PART IN THIS NEW CONCIERGE CARE SERVICE, IT SOUNDED LIKE A GREAT OPPORTUNITY, NOT ONLY FOR OUR BUSINESS, BUT TO HELP PATIENTS AND THEIR GUESTS BREATHE A LITTLE EASIER."
MIKE TIERNEY, OWNER, NO JOE'S CAFE/RED BANK

Other services include information research, transportation (taxi and limo), business services, errand running, flower delivery, gift purchase and wrapping, household requests, and pet services. The only charge a patient or guest may incur is for the goods or amenities they receive. For example, if any order is placed for a food delivery from the cafeteria there is no charge. If a patient or guest places an order from an outside restaurant, there is no charge for the service, just for the food delivered. Tradewinds, Grandex's of Red Bank, New Corner Restaurant and No Joe's Cafe are among the Red Bank restaurants participating in providing Riverview's Concierge Care.

The service is available seven days a week from 10:00 a.m. through 8:00 p.m., with an answering service for after-hours requests.
Visit us on the Web at MeridianHealth.com

RiverviewMedicalCenter.com

Hotel Perks at a Hospital
— by Tim Hogan, President

When you’re away from home for a hospital stay, making sure you feel at home is important. At Riverview Medical Center, we strive to make our patients and guests as comfortable as possible. In fact, we consider ourselves to be your “hospitality” partner. That’s why we’re pleased to present our new personal concierge service, which offers those visiting Riverview direct access to a multitude of services. Similar to what you would find in a five-star hotel, our concierge welcomes visitors in Riverview’s lobby and is available to assist with a variety of needs during their stay.

For example, if you have family visiting from outside the area, our concierge can give directions to the hospital, and offer advice on places to spend the night and local restaurants. The concierge can also arrange for spa services in the Medical Center, including having your hair done, a shave for men, massages, and manicures or pedicures.

If you or your loved one is religious, the concierge can also connect you with religious leaders in the community to ensure that your needs are met during your stay. We like to say you can “leave the rest to us” so you can focus your energy on the healing process.

There are a few of the many ways in which Riverview’s new concierge is able to help make your stay as home-like as possible. I like to think of it as yet another way in which Riverview provides an outstanding experience. It’s part of the reason we’ve been recognized by J.D. Power and Associates on many services throughout the hospital — services that benefit our visitors, patients, and families alike.
To the Extraordinary…
Year One Successes

- Nearly 15,000 service requests in year one
- Satisfaction with the service consistently ranked high
  - 4.94 of 5.0 across both sites
- Patient Satisfaction metrics showed positive results:

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<th>Metric</th>
<th>OMC</th>
<th>RMC</th>
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<td>Overall Satisfaction</td>
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<tr>
<td>Willingness to Recommend</td>
<td>+4%</td>
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<tr>
<td>Staff Responsiveness</td>
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<tr>
<td>Aggregate</td>
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- Launched at Jersey Shore University Medical Center and K.Hovnanian Children’s Hospital in December of 2010
From Pilot to Six Hospitals

GROWTH
Concierge Care offers a variety of services to comfort. Whether she needs a massage returning home, Concierge Care helps.

Visit the Concierge Care Desk.

As you prepare to leave Southern Ocean Medical Center, Concierge Care can be of special help in arranging care and services in the comfort of your own home.

Visit the Concierge Care desk in the main lobby or call us @ x1111.

Concierge Care Can Help:
- Arrange your transportation home
- Provide lawn care referrals
- Secure a dog walker
- Locate housekeeping services
- Arrange for prescriptions to be picked up
- Offer meal service and/or grocery delivery solutions
- Research and arrange for medical equipment delivery and setup
- Provide referrals for a variety of community agencies
- Arrange a free consultation with Meridian at Home for infusion, home health and medical equipment services

Concierge Care offers additional services onsite, including massage and hairstyling, manicure and pedicure services, as well as restaurant and hotel recommendations for visitors. We can also deliver newspapers, books, magazines, and videos to patients.

Enjoy this complimentary service, available to all patients and guests of the Medical Center.

Call Concierge Care today Extension 1111
10:00 a.m. - 8:00 p.m. | Seven Days a Week

*Our service arrangements are always complimentary. You only pay for any goods, services or amenities Concierge Care purchases for you on your behalf.
RESULTS

Year Two
## Dashboard

### Concierge Care Metrics: Measuring Success

[Jersey Shore University Medical Center](#)

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<td>63%</td>
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<td>66%</td>
<td>71%</td>
<td>70%</td>
<td>68%</td>
</tr>
<tr>
<td></td>
<td>Willingness to Recommend</td>
<td>60%</td>
<td>69%</td>
<td>70%</td>
<td>76%</td>
<td>73%</td>
<td>78%</td>
<td>74%</td>
<td>76%</td>
<td>70%</td>
<td>73%</td>
<td>74%</td>
<td>77%</td>
<td>70%</td>
<td>78%</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td></td>
<td>Staff Responsiveness</td>
<td>62%</td>
<td>63%</td>
<td>64%</td>
<td>54%</td>
<td>51%</td>
<td>62%</td>
<td>57%</td>
<td>66%</td>
<td>58%</td>
<td>67%</td>
<td>64%</td>
<td>64%</td>
<td>61%</td>
<td>58%</td>
<td>58%</td>
<td>58%</td>
</tr>
<tr>
<td></td>
<td>Aggregate</td>
<td>69%</td>
<td>73%</td>
<td>71%</td>
<td>66%</td>
<td>66%</td>
<td>72%</td>
<td>69%</td>
<td>71%</td>
<td>70%</td>
<td>72%</td>
<td>68%</td>
<td>70%</td>
<td>66%</td>
<td>71%</td>
<td>70%</td>
<td>70%</td>
</tr>
</tbody>
</table>

**Key**
- Worse than Threshold
- Between Threshold and & Target
- Between Target and Maximum
- Meets/exceeds Maximum
### Actual Usage

<table>
<thead>
<tr>
<th>Actual Usage</th>
<th>2010</th>
<th>2011</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Service Requests</td>
<td>7,537</td>
<td>11,569</td>
<td>53.49%</td>
</tr>
<tr>
<td>Number of Amenity Requests</td>
<td>3,236</td>
<td>5,101</td>
<td>57.63%</td>
</tr>
</tbody>
</table>

### Usage by Source

<table>
<thead>
<tr>
<th>Request Source</th>
<th># 2010</th>
<th>% 2010</th>
<th># 2011</th>
<th>% 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Onsite Desk</td>
<td>5099</td>
<td>67.7%</td>
<td>8854</td>
<td>74.8%</td>
</tr>
<tr>
<td>Phone</td>
<td>2438</td>
<td>32.3%</td>
<td>2915</td>
<td>25.2%</td>
</tr>
</tbody>
</table>

### Usage by Time of Day

<table>
<thead>
<tr>
<th>Request Time of Day</th>
<th># 2010</th>
<th>% 2010</th>
<th># 2011</th>
<th>% 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00am - 10:59am</td>
<td>777</td>
<td>10.3%</td>
<td>734</td>
<td>6.3%</td>
</tr>
<tr>
<td>11:00am - 11:59am</td>
<td>977</td>
<td>13.0%</td>
<td>1202</td>
<td>10.4%</td>
</tr>
<tr>
<td>12:00pm - 12:59pm</td>
<td>1080</td>
<td>14.4%</td>
<td>1375</td>
<td>11.0%</td>
</tr>
<tr>
<td>1:00pm - 1:59pm</td>
<td>1088</td>
<td>14.4%</td>
<td>1503</td>
<td>13.0%</td>
</tr>
<tr>
<td>2:00pm - 2:59pm</td>
<td>777</td>
<td>10.3%</td>
<td>1134</td>
<td>9.8%</td>
</tr>
<tr>
<td>3:00pm - 3:59pm</td>
<td>600</td>
<td>8.0%</td>
<td>882</td>
<td>7.6%</td>
</tr>
<tr>
<td>4:00pm - 4:59pm</td>
<td>717</td>
<td>9.5%</td>
<td>990</td>
<td>8.6%</td>
</tr>
<tr>
<td>5:00pm - 5:59pm</td>
<td>589</td>
<td>7.8%</td>
<td>906</td>
<td>7.8%</td>
</tr>
<tr>
<td>6:00pm - 6:59pm</td>
<td>512</td>
<td>6.8%</td>
<td>1031</td>
<td>8.9%</td>
</tr>
<tr>
<td>7:00pm - 7:59pm</td>
<td>420</td>
<td>5.6%</td>
<td>1812</td>
<td>15.7%</td>
</tr>
</tbody>
</table>
Year Two Successes

- Total Requests = 14,547 vs. 20,939/37,229
  - 44% growth at the pilot hospitals
  - 156% growth with the inclusion of JSUMC

- Based on 614 comment cards, *satisfaction* is very high:
  - Average satisfaction score is greater than 4.9 out of 5.0
  - Refer a friend score is greater than 9.9 out of 10.0

- Launched at Bayshore Community Hospital and Southern Ocean Medical Center
Hospitals: JSUMC, OMC, RMC
578 respondents used Concierge Services during this time
Data Source: Press, Ganey
A Compilation of Aha! Moments

LESSONS LEARNED
Research Your Market
Dip Your Toes in New Waters
Know Your Strengths
Identify Nurse Champions!
Involve Your Experts
Be Hungry. 
Be Tenacious. 
Be Patient!
Nurture the Program
Measure Success
Share Your Stories
The Biggest Lesson Learned

IT’S NOT FOR ONE “TYPE” OF PATIENT
But It’s ALL About the Patient
Tria Deibert
Director of Marketing
Meridian Health
Riverview Medical Center, Bayshore Community Hospital and Patient Experience

tdeibert@meridianhealth.com
732-739-5905
Upcoming Webinars

July 17
Managing Tradeoffs between Patient Experience and Clinical Quality - Evidence from US Hospitals
Presented by Aravind Chandrasekaran, Assistant Professor in Management Sciences at the Fisher College of Business, The Ohio State University

August 21
Creating and Sustaining a Culture of Service
Presented by Lynn Ehrmantraut, Senior Vice President – Research and Quality and Julie O’Shaughnessey, Executive Consultant, Avatar International LLC

September 13
Families in the ICU, Oh My! The Development of the Family Care Partner Role in a Level One Trauma Center
Presented by Sherry Smith, Patient and Family Centered Care, Memorial Health University

October 11
Engaging Physicians in the Patient/Provider Experience
Presented by Daniel Arguello, Emergency Medicine Physician, Banner Health and Diane Rogers, Healthcare Organizational Change Consultant, Contagious Change LLC

November 6
Achieving Patient Experience Excellence through Cultural Transformation
Presented by Rhonda Dishong, Director of Customer Experience Design, Memorial Hermann and Qaalfa Dibeehi, Chief Operating and Consulting Officer, Beyond Philosophy
We invite you to Join us...

The Beryl Institute is the leading community of practice for individuals and organizations committed to improving the Patient Experience. Through its efforts, the Institute:

- Engages over 9,000 members and guests from 23 countries
- Produces two monthly e-news features *Patient Experience Newslink* and *Patient Experience Monthly*, sharing leading policy and practice around the patient experience
- Publishes 6-8 comprehensive white papers per year and offers accompanying webinars
- Supports 10 patient experience research grants
- Conducts the leading benchmarking study on the state of patient experience
- Hosts the annual Patient Experience Conference and Regional Roundtable gatherings

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Please keep your eyes open for a post-webinar evaluation coming soon...

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