Disclosure

Dr. Rosenberg discloses that he has no financial relationship with any commercial entity that supplies products or services relevant to this presentation.

Dr. Rosenberg discloses that he is employed by Apogee Physicians™ as Vice President of Clinical Operations.
The HCAHPS Survey…

“…is the first national, standardized, publicly reported survey of patients’ perspective of hospital care.”

“…is administered to a random sample of adult patients across medical conditions between 48-hours and six weeks after discharge…”

https://www.cms.gov/Medicare/Quality-Initiatives-Patient-Assessment-Instruments/HospitalQualityInitiatives/HospitalHCAHPS.html

Hospital VBP Program. . .

“. . . adjusts what CMS pays hospitals under IPPS based on the quality of care they give patients.”

For FY 2016, the law requires that the percent reduction go up from 1.50 to 1.75% of the base operating MS-DRG.

Estimate For FY 2016: $1.5 billion

“We now pay hospitals for inpatient acute care services based on the quality of care, not the quantity of services provided.”

### Value Based Purchasing

#### 2016 Domains

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Domain</th>
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<tbody>
<tr>
<td>25%</td>
<td>Patient experience of care (HCAHPS)</td>
</tr>
<tr>
<td>10%</td>
<td>Clinical process of care</td>
</tr>
<tr>
<td>40%</td>
<td>Outcome</td>
</tr>
<tr>
<td>25%</td>
<td>Efficiency</td>
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HCAHPS Are Not Fair

- “I only see the patient at the time of discharge.”

- “It’s only the ‘always’ that counts.”

- “Our hospitalists / sub-specialists / surgeons / nurses are horrible to patients.”

- “People in our community just don’t believe in the words ‘excellent’ or ‘always’.”
“Higher patient satisfaction was associated with... increased mortality.”

“...physicians frequently acceded (discretionary) requests.”

“Satisfied patients are more adherent to physician recommendations and more loyal to physicians.”

“. . .[doctors] in the top quartile of HCAHPS performed better than those in the bottom quartile... for Acute Myocardial Infarctions.”
"...higher hospital-level patient satisfaction scores were independently associated with lower 30-day readmission rates for acute myocardial infarction, heart failure and pneumonia..."
Patient Satisfaction

Patient Experience
The Survey

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tr>
<td>All 3</td>
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- 55% surveyed knew their HCAHPS scores
- 17% reported hearing about HCAHPS regularly

Why are HCAHPS Important?
- 15% - Not Important
  1. Value Based Purchasing
  2. Physician Ranking
  3. Compliance
- 15% - Patient Care
The Questions
During your hospital stay how often did doctors
1. treat you with courtesy and respect?
2. listen carefully to you?
3. explain things in a way you can understand?
4. 
5.
The Questions

During your hospital stay how often did doctors
1. treat you with courtesy and respect?
2. listen carefully to you?
3. explain things in a way you can understand?
4. During this hospital stay, how often was your pain well controlled?
5. During this hospital stay, how often did doctors, nurses or other hospital staff talk with you about whether you would have the help you needed when you left the hospital?

5 Essential Human Needs

1. Be heard and understood
2. Belong and contribute
3. Feel stable and in control
4. Feel significant
5. Be successful
Compassion


“HCAHPS puts the ‘care’ back into healthcare.”

-Mark David Jones

Healthcare the Disney Way: Mark David Jones (Webinar)
### The Survey

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### Starting Over

18. Indiana University Health North Hospital (Carmel) — 88 percent

My Journey

Jonathan Goble
CEO, IU Health North Hospital

Reprinted with permission of Jonathan Goble
“A Positive Culture Doesn’t Happen by Accident”

Reprinted with permission of Jonathan Goble
Empowerment

AIDET
## Acknowledge

<table>
<thead>
<tr>
<th>Knock and wait 2-seconds</th>
<th>Compassion</th>
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<tbody>
<tr>
<td>Patient name</td>
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<tr>
<th>Eye contact</th>
<th>Approachability</th>
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<tr>
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<tr>
<td>Shake hands</td>
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**Approachability**
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<tr>
<td>Palms up</td>
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<tr>
<td>Sit</td>
<td>Concern</td>
</tr>
<tr>
<td>Lean Forward</td>
<td></td>
</tr>
<tr>
<td>Relevant data</td>
<td>Trust</td>
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Ability of Hospitalized Patients to Identify Their In-Hospital Physicians

75% of patients admitted to an acute care hospital were unable to name a single physician involved in their care.

Of the 25% who were able to give a name, only 40% gave the correct name of their physician.


What can You do?

• Full name - reduce formality
• Business card
• Dry erase board
• Your role in their care
• Your experience and expertise
• Ask permission before examining the patient
• Sit when possible
• Change the plane of the conversation
Duration

2009 Press Ganey Pulse Report
- Shorter patient wait times → HCAHPS > 80th percentile
- Wait times > 1-hour → HCAHPS = 1st percentile

• Wait time > 4-hr AND Top Score?
  “How well were you kept informed about delays?”
  ✓ Very good

• How long will hospital stay take?
• When will results be available?


Do You Think It’s Important For Your Patients To Understand Everything You Need Them To?

80% of surveyed physicians felt their patients did not understand important information before they left the room.
Explain

The HCAHPS Handbook

• 75% of patients didn’t know DC meds
• 56% of patient don’t understand their care plan
  1. Name diagnosis
  2. Understandable language
  3. Natural course of disease
  4. Tests
  5. Provide written literature
  6. “What more information would you like?”


Thank You

• Final impression

• “Thank you for trusting me to care for you.”
“Better to consistently exceed a little than to occasionally exceed greatly.”

-Mark David Jones

A New Way of Thinking

- HCAHPS are a Patient Satisfaction Metric
A New Way of Thinking

- HCAHPS are a Patient Safety Metric
- HCAHPS = Treatment Option
- Post the scores monthly

Your Patient’s Experience

Customer Service  Partnership

Would your patient want you to care for them the next time they were sick? Would you?

Empowerment  Manage Up
“I know you’re ill. I will do my best to help you get you better quickly. I want you to have a great experience in my hospital. I take pride in your experience. If there is anything that is not up to your expectations please let me know as soon as possible.”
Thank You

CITATIONS

- Jonathan Goble; CEO IU Health North. Carmel, IN
- If Disney Ran Your Hospital. 9½ Things You Would Do Differently. Lee, Fred. 2004
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