

Delta Region Community Health System Development (DRCHSD) Program



Delta Regional Authority

U.S. Department of Health & Human Services



Federal Office of Rural Health Policy

This project is supported by the Health Resources and Services Administration ([HRSA](#)) of the U.S. Department of Health and Human Services ([HHS](#)) as part of a financial assistance award totaling \$10,000,000 with 100% funded by [HRSA/HHS](#) and \$0 amount and 0% funded by non-government sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by [HRSA/HHS](#), or the U.S. Government.



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April 22

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Best Practices to Work With Community Partners on Population Health Initiatives, Toniann Richard, Health Care Collaborative of Rural Missouri

<https://www.ruralcenter.org/drchsd/events>



Pre-Polling Questions

I am _____ in my understanding of what it means to think of patients and families as customers.

I am _____ in my understanding of techniques that improve patient and provider communications.

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NATIONAL
RURAL HEALTH
RESOURCE CENTER

PROVIDING AN EXCELLENT PATIENT EXPERIENCE

PART 2

Dr. Carla Brock Wilber, DNP, RN, NE-BC



STROUDWATER

Objectives



Defining our customers

Awareness- Thinking of Patients/Families as Customers

Awareness- Thinking of Other Employees as Customers

Communication and Listening Skills





**AWARENESS:
THINKING OF PATIENTS/FAMILIES
AS CUSTOMERS**

**“Healthcare is hospitality
with healing, a
combination of two
positives.”**

Micah Solomon

Customer Defined

“Customer” is the Latin “*consuetudinem*” which means “being accustomed to something or doing it repeatedly. In healthcare, that repetition and the trust that it builds are the basis for loyalty between patients and physicians.”

Burl Stamp

Patients/Families Are Customers and Consumers

- Patients (external customers) are still consumers when wearing a hospital gown
- Based on expectations, patients judge healthcare
- “Healthcare is enforced hospitality. Involuntary hospitality.”
- Results vs. bedside manner.....now both!
- Improved experiences are clearly associated with quality of care and outcomes.
- Patients when customers, accept more control and responsibility in the relationship
- Healthcare is moving from provider-centric to patient-centric



Improving Our Patients'/Customers' Experience

- Learn to see.... What is purpose?
 - Are all employees onboard from orientation forward?
- Change from close-ended to open-ended questions
 - Any further questions vs. What other concerns do you have?
- Create the “wow” from start to finish
 - First and last impressions
- Demonstrate holistic interest in care not just clinical interest
 - Cost, patient-centric scheduling, timely information sharing, family dynamics and impact
- Be aware of “cues”





Patient Involvement = Patient Engagement

Nine Factors of Engagement

- Active Listening
- Non- multitasking (one thing at a time, focus)
- Eye contact
- Tone of voice
- Appropriate speed of speech
- Appropriate use of touch
- Appropriate use of humor/emotion
- Physical positioning (sit)
- Energy mirrors the needs of the patient



A blurred office interior with people working at desks and a whiteboard. The text is overlaid on a semi-transparent white bar.

**AWARENESS:
THINKING OF OTHER EMPLOYEES
AS CUSTOMERS**

Other Employees as Customers

- Treating your co-workers (internal customers) with respect builds trust.
- Viewing everyone as a team member binds employees together in a healthy community.
- Healthy interpersonal relationships correlate to a positive work environment.
- Using a service-oriented approach with co-workers supports your commitment to supporting their needs.
- “Managing up” is not just for patients and family members.
- Appreciation goes a long way!
- Embracing differences demonstrates respect for values and inclusion.



Improving Other Employees' Experience

As with patients, learn to see....What is purpose?

- Are all employees onboard from orientation forward?

Follow a co-worker through an entire process and observe

- Mystery shopper or open mapping

Ask a co-worker for feedback (be open)

- What is working well or not so well? Remember, we spend a great deal of our life at our workplace.

Use A.I.D.E.T. with co-workers

- Be positive.....one positive comment can make a coworker's day better!

Pitch in! Help out without being asked if appropriate

- Everyone must work together for efficient and effective results

Make it a standard part of the process to manage up

- Everyone likes to be acknowledged



**"Synergy is better than
my way or your way.
It's our way."**

Stephen R. Covey

A blurred background of a modern office interior. Several people are visible, some sitting at desks and others standing, engaged in work. The lighting is bright and even, creating a professional atmosphere. The overall scene is out of focus, emphasizing the central text.

QUESTIONS?



IMPROVING COMMUNICATION AND LISTENING SKILLS

Top Ten Communication Skills



Listening

Non-verbal communication

Clarity and concision

Friendliness

Confidence

Empathy

Open-mindedness

Respect

Feedback

Picking the right medium



LISTENING

Build trust and establish rapport.



Demonstrate concern.



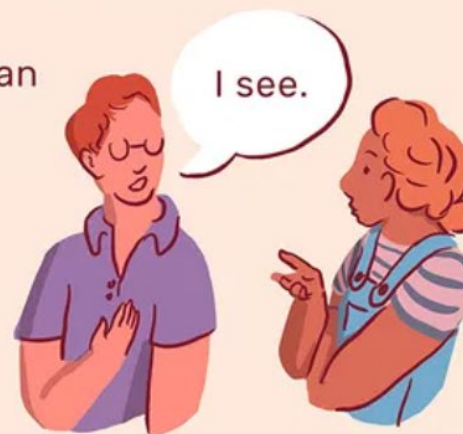
Active Listening Skills

Ask specific questions.

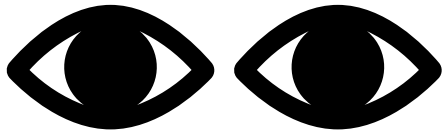


Use brief verbal affirmations like:

Active listening techniques can help you truly understand what people are saying in conversations and meetings



NON-VERBAL COMMUNICATION



- Body language
- A relaxed, open stance (arms open, legs relaxed), and a friendly tone will make you appear approachable and will encourage others to speak openly with you.
- Eye contact is also important; you want to look the person in the eye to demonstrate that you are focused on them.



CLARITY AND CONCISION

Verbal Communication Goals in the Workplace

SUPERVISORS

- Address and diffuse issues
- Praise individual and team achievement

TEAM MEMBERS

- Spot and resolve issues in client work
- Identify and address client needs
- Encourage consultative dialogues

PRESENTERS

- Speak articulately and persuasively



FRIENDLINESS



Valuable Interpersonal Skills for Your Career

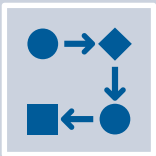


Image by Alison Czinkota © The Balance

CONFIDENCE



Be confident in your interactions with others.



Confidence shows your co-workers that you believe in what you're saying and will follow through.



Exuding confidence can be as simple as making eye contact or using a firm but friendly tone. Be sure you are always listening to and empathizing with the other person.



Demonstrate **EMPATHY** verbally with **SAVE**.

- **Support:** "Let's work together....."
- **Acknowledge:** "This has been hard on you."
- **Validate:** "Most people would feel the way you do."
- **Emotion naming:** "You seem sad."





OPEN-MINDEDNESS



“A mind is like a
parachute.

It doesn't work if it is
not open.”

Frank Zappa





“Respect begets respect means give respect, take respect. ... So be the bigger human, greater soul and respect others, the ones who reciprocate are the ones who are of your mindset. Just because someone else is rude to you, why do you have to lose your natural qualities and be rude.”

Kuttaiah Chendanda,

Feb 4, 2017

RESPECT



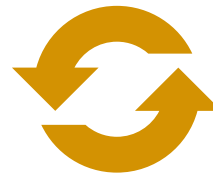
FEEDBACK



Positive



Negative



Constructive



Give and Take
Feedback



Think...Pick the Right Medium



EMAIL



PHONE



IN PERSON



Communication and Health Literacy

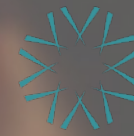
A 68-year-old man is readmitted for heart failure only one week after being discharged following treatment for the same condition. He brought all of his pill bottles in a bag; all of the bottles were full, not one was opened. When questioned why he had not taken his medication, he began to cry, explaining he had never learned to read and couldn't read the instructions on the bottles.



Kessels (2003), stated 40-80% information provided by healthcare practitioners was forgotten immediately.

<https://journals.sagepub.com/doi/pdf/10.1177/014107680309600504>

Source: http://www.jointcommission.org/assets/1/18/Hot_Topics_Transitions_of_Care.pdf



Use "Living Room" Language



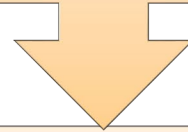
Medical Terms that Patients May Not Understand	
Medical Term	Plain Language
Adverse	Bad
Analgesic	Pain killer
Anti-inflammatory	Helps swelling and irritation go away
Avoid	Stay away from, do not use/eat
Contraception	Helps you not get pregnant
Diet	What you eat, your meals
Dosage	How much medicine you should take
Generic	Something that does not have a brand name, same drug/food
Internist	Regular doctor
Intermittent	Off and on
Oral	By mouth, eat/drink/swallow
Cellulitis	Skin infection
Enlarge	Get bigger
Lateral	Outside
Lesion	Sore, wound
Lipids	Fats in the blood
Menses	Period
Monitor	Keep track of, keep an eye on
Normal Range	Where it should be, provide the range
Osteoporosis	Soft, brittle bones
Referral	Ask to see another doctor
Terminal	Going to die, not going to live
Toxic	Poisonous
Depression	Feeling sad or down

American Medical Association Foundation & American Medical Association

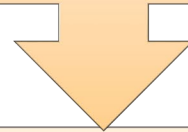


Think of a Place...*Again*...

Spend a few minutes to think about great service, beginning with what does it look like.



Think about one place you have been that impressed you with their service.



What wows you?

Why?



**IT IS A BEAUTIFUL AND MYSTERIOUS POWER THAT ONE HUMAN BEING CAN HAVE ON ANOTHER THROUGH THE MERE ACT OF CARING...A GREAT TRUTH, THE ACT OF CARING IS THE FIRST STEP IN THE POWER TO HEAL.
PHILLIP MOFFITT**



Post-Polling Questions

I am _____ in my understanding of what it means to think of patients and families as customers.

I am _____ in my understanding of techniques that improve patient and provider communications.

I am _____ that I will apply the knowledge gained from today's training to improve patient experience.

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Q&A



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STROUDWATER

Our team is driven each day by the conviction that every rural community deserves a compassionate and quality healthcare delivery system. From Alaska to Maine, we partner with healthcare leaders to sustain and strengthen the vital role rural health systems play in America.

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- Strategic planning
- Master facility planning
- Hospital/RHC/FQHC financial analysis
- Access to capital options analysis
- Post-acute strategies
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- CAH feasibility studies
- Primary care options analysis
- Delivery system integration
- Clinical service planning
- Network development
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