Every Patient Has a Story. Every Voice Matters.

Listen Deeply — Give Every Patient the Chance to Be Heard

Press Ganey’s unique approach to improvement goes even further. With every visit to the hospital, we ask the patient: tell us how we can do better.

The response you receive from your patients is a trove of insight. You can use it to develop targeted improvement programs, enhance patient care, and more.

In essence, you begin to listen.

Listen deeply and give every patient the chance to be heard. It’s time to take it to the next level.
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Press Ganey's unique approach to improvement goes beyond patient experience to be heard. With Press Ganey's proprietary survey tools, you can see and understand thousands of daily touchpoints across the continuum of care. Focus your patient experience efforts on the facets of the experience that matter most to patients and their families – in critical dimensions of the hospital experience. It's clear. Press Ganey can help you hear what your patients and families really need from you. Use your Press Ganey survey results to drive targeted performance improvement in your organization.

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**KEY STEPS FOR LEADERSHIP**

1. **FORMALIZE EXECUTIVE LEADERSHIP COMMITMENT TO IMPROVING THE PATIENT EXPERIENCE.**
   - Make patient experience a priority in your hospital organization.
   - Establish a system of accountability and tracking.
   - Use data-driven decision-making.

2. **IMPLEMENT BEST PRACTICES.**
   - Purposeful bedside rounding.
   - Staff debriefs.
   - bedside shift report.
   - Staff communications.

3. **SUPERIOR EXPERIENCE.**
   - Staff awareness and engagement.
   - Staff communications.
   - Patient experience feedback.
   - Patient experience improvement.

**THE PATIENT EXPERIENCE**

Taking it to the next level

This gatefold is sponsored by:

Research by/university2008Marty Stempniak

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Press Ganey’s unique approach to improvement goes beyond just patient experience. In fact, it’s all about how patients experience care, from the first phone call until the final discharge. In the past, while focusing on improving healthcare experiences, organizations may have overlooked the patient’s entire journey. Today’s approach understands that every patient is unique and deserves their own story to be told.

KEY STEPS FOR LEADERSHIP

1. FOSTER STAFF UNDERSTANDING OF THE PATIENT EXPERIENCE
   - Develop a dedicated staff member to oversee patient experience efforts.
   - Ensure that staff members are visible and actively engaging patients.

2. IMPLEMENT BEST PRACTICES
   - Post-discharge phone calls: Connect with patients after their discharge to gather feedback and address any concerns.
   - Bedside shift reporting: Establish a system for nurses to report any concerns or issues directly to the patient.
   - Support staff efforts to succeed (tools, training, cheerleading).

3. IMPROVE EXECUTIVE LEADERSHIP
   - Continuously demonstrate, both visibly and verbally, that the patient experience is a top priority.
   - Make weekly executive rounds.

EXPERIENCE AND THE RELATIONSHIP IT HAS WITH OTHER ASPECTS OF CARE.

- The patient experience is connected to financial success.
- The patient experience is connected to better outcomes.
- The patient experience is connected to better retention of physicians.
- The patient experience is connected to better revenues.
- The patient experience is connected to lower costs.

Innovation, truly transforming the health care experience

"The patient experience is about meeting patients at home or wherever they need to be, doing what’s needed to have their needs met. Sometimes, that happens to be going on a cruise." - Pat Ryan, CEO of Press Ganey

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Taking it to the next level

**HCAHPS TAKES A BIGGER PROPORTION OF THE PIE**

Today's model of care deals mostly in face-to-face interactions between patients and other clinicians, and is too provider with no real coordination — to a team-based, “wrap-around” approach. Experts say that hospitals shouldn’t get too caught up in just acing the HCAHPS survey, and should look at measures minimized integration and care team.

**MOVING AWAY FROM CONVEYOR-BELT CARE**

The average percentage of patients giving “top box” responses — or the most positive possible answer — on HCAHPS measures was upticked slightly in the past year. Providers must devote added attention to patient communications — or the most positive possible answer — on HCAHPS measures. Patients’ perspectives of care will be divided up among different concerns.

2014

Divvied up among different concerns.

survey scores. Patients’ perspectives of care will be divided up among different concerns.

2015

Divvied up among different concerns.

2016

Divvied up among different concerns.

**MAPPING THE PATIENT EXPERIENCE**

The patient experience is now measured by the survey scores. The scores reflect how patients perceive care at hospitals, and they are used to determine how well hospitals are doing in providing care to patients. The hospital experience survey is a tool that helps hospitals improve the patient experience by identifying areas for improvement.
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KEY STEPS FOR LEADERSHIP

1. Develop an organization-wide engagement strategy designed to improve the patient experience.
   - Make every contact matter.
   - Establish clear and measurable performance goals for patients and staff.

2. Monitor and share scores, celebrate success.
   - Share scores and celebrate successes.

3. Focus on shiny bells and whistles at the bedside.
   - Implement a systematic approach to improving the patient experience.

4. Develop staff engagement opportunities to enhance the patient experience.
   - Create programs and initiatives that advance the patient experience.

5. Focus on deeper data analytics.
   - Leverage data analytics to identify areas for improvement.

6. Focus on organizational learning.
   - Create a culture of learning and continuous improvement.

7. Focus on communication and patient engagement.
   - Implement effective communication strategies.

8. Focus on patient handoffs.
   - Implement effective handoff processes.

9. Focus on resources.
   - Allocate resources toward high-value tactics.

10. Focus on simplicity.
    - Simplify processes and practices.

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Press Ganey’s unique approach to improvement goes way beyond patient satisfaction. In fact, our focus is on improving the patient’s experience of care. We know that improving the patient’s experience of care leads to better clinical outcomes, increased staff engagement, and more satisfied patients. By focusing on the patient experience, we can help you achieve operational excellence and operational excellence.

Deeper data gives you the ability to drill down so you can address the needs of your unique patient population and improve the quality per unit of time spent.

Through our methodology and strategic advisory services, we help you design and test improvements to enhance the patient experience and achieve operational excellence.

Learn more at pressganey.com.

The experience is not about happiness. It’s about patients getting the care they need and getting it as fast as they can. And personalizing care so that it’s aligned with what they want. It’s about giving them the tools they need to get the information they need to get the care they need. It’s about not being surprised by a clinical outcome for whatever their circumstances are,” says Patrick Ryan, CEO of Press Ganey.

For Douglas Wood, M.D., director of strategic innovation at the Mayo Clinic Center for Innovation, truly transforming the health care experience for the patient is all about expanding the role of the patient in the hospital. He says that the patient experience is a critical component of the health care experience, and that by addressing patient engagement and clinical outcomes, hospitals can improve the overall experience for patients.

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Improving communication — on medication at the bedside

The biggest challenge hospitals face in this new environment is to focus on “complete patient experience.” The patient experience is a critical component of the health care experience, and that by addressing patient engagement and clinical outcomes, hospitals can improve the overall experience for patients.

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