Hoag Customer Service and Patient Satisfaction

Own It

New Employee Orientation - Working Session

2012
Since 1952...

Legacy and Reputation
What is the Hoag Experience?
What is the Hoag Experience?

Customer service aligned with Hoag’s Mission, Vision and Values
We use our professional experience and...
And…
a collection of strategies…
to always provide the Hoag Experience to every patient, family member, customer, and fellow employee.
We asked hundreds of Hoag employees …
What does it take to **always** deliver the Hoag Experience?
What did our employees say?

In order to always deliver the Hoag Experience, we need one common approach to guide our Customer Service and Patient Satisfaction.
The common approach from our employees is expressed in their phrase...
Own It
Own It

Is a mind-set and phrase that expresses the Hoag Ownership Commitment each of us has to provide the Hoag Experience.
Own It Video
I own how I greet and welcome you

I own how I show you respect

I own how I engage you and discover your needs

I own how I assist you and personalize my actions for you

I own how I assist you in transitioning your continuum of care and service
Own It – Recipe Cards
Table & Group Discussion
I own how I greet and welcome you

I own how I show you respect

I own how I engage you and discover your needs

I own how I assist you and personalize my actions for you

I own how I assist you in transitioning your continuum of care and service
Own It
5 Declarations and Actions

1. I own how I greet and welcome you
   • Greet others in a manner best-appropriate to the situation
   • Eye contact, facial expressions, and speech should be welcoming, friendly, and match the circumstances
   • When significant to the customer, introduce yourself by name/role

2. I own how I show you respect
   • Respect the diversity of each person
   • Guard safety and confidentiality in all situations
   • Work efficiently and effectively in an ethical manner, aligned with Hoag’s Values

3. I own how I engage you and discover your needs
   • Make it easy for others to explain or ask questions
   • Actively and attentively listen
   • Validate their needs

4. I own how I assist you and personalize my actions for you
   • Collaborate and work in partnership with the patients and others to fulfill needs
   • Solve issues by providing multiple solution options when appropriate
   • Include others in decisions, explain what is being done, and seek the patients permission before acting

5. I own how I assist you in transitioning your continuum of care and service
   • When fitting, escort the person so they are not alone, confused or lost
   • Explain what will be happening next, make introductions and extend an offer for further assistance
   • Provide an appropriate, authentic departing remark
There are at least two ways to do and say everything…
Science and an Art
6 Strategies of Experience

1. Speak from your heart and your head
2. Focus your attention on the present
3. Acknowledge feelings
4. Speak loudly with your actions
5. Clarify your positive intent
6. Say something nice

(Based on the Language of Caring Strategy research)
We have the power to change the experience…

http://youtu.be/Wgi0t2ap-us
HCAHPS Survey
Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) Survey

- Measures patient perception of care
- Federally mandated; public reporting [www.hospitalcompare.hhs.gov](http://www.hospitalcompare.hhs.gov)
- The goal is to provide the public with information helpful in choosing a hospital
- Press Ganey administers Hoag’s HCAHPS
HCAHPS (how often a service was provided)

**Care & Communication**

1. During this hospital stay, how often did the nurses **treat you with courtesy and respect**?

2. During this hospital stay, how often did nurses **listen carefully to you**?

3. During this hospital stay, how often did nurses **explain things** in a way you could understand?

4. During this hospital stay, after you pressed the call button, how often did you **get help** as soon as you wanted it?
HCAHPS (how often a service was provided)

8. During this hospital stay, how often were your room and bathroom kept clean?

9. During this hospital stay, how often was the areas around your room quiet at night?

11. How often did you get help in getting to the bathroom or in using a bedpan as soon as you wanted?
### HCAHPS (how often a service was provided)

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>15. During this hospital stay, were you given any medicine that you had not taken before?</td>
<td>Yes / No / If No, Go to Question 18</td>
</tr>
<tr>
<td>16. Before giving you any new medicine, how often did hospital staff tell you what the medicine was for?</td>
<td>Never / Sometimes / Usually / Always</td>
</tr>
<tr>
<td>17. Before giving you any new medicine, how often did hospital staff describe possible side effects in a way you could understand?</td>
<td>Never / Sometimes / Usually / Always</td>
</tr>
<tr>
<td><strong>WHEN YOU LEFT THE HOSPITAL</strong></td>
<td></td>
</tr>
<tr>
<td>18. After you left the hospital, did you go directly to your own home, to someone else’s home, or to another health facility?</td>
<td>Own home / Someone else’s home / Another health facility → If Another, Go to Question 21</td>
</tr>
<tr>
<td>19. During this hospital stay, did doctors, nurses or other hospital staff talk with you about whether you would have the help you needed when you left the hospital?</td>
<td>Yes / No</td>
</tr>
<tr>
<td>20. During this hospital stay, did you get information in writing about what symptoms or health problems to look out for after you left the hospital?</td>
<td>Yes / No</td>
</tr>
</tbody>
</table>

**OVERALL RATING OF HOSPITAL**

Please answer the following questions about your stay at the hospital named on the cover letter. Do not include any other hospital stays in your answers.

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>21. Using any number from 0 to 10, where 0 is the worst hospital possible and 10 is the best hospital possible, what number would you use to rate this hospital during your stay?</td>
<td>0 / 1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10: Best hospital positive</td>
</tr>
<tr>
<td>22. Would you recommend this hospital to your friends and family?</td>
<td>Definitely no / Probably no / Probably yes / Definitely yes</td>
</tr>
</tbody>
</table>

**ABOUT YOU**

23. In general, how would you rate your overall health?  
   - Excellent  
   - Very Good  
   - Good  
   - Fair  
   - Poor

24. What is the highest grade or level of school that you have completed?  
   - 8th grade or less  
   - Some high school, but did not graduate  
   - High school graduate or GED  
   - Some college or 2-year degree  
   - 4-year college graduate  
   - More than 4-year college degree

25. Are you or your spouse, Hispanic or Latino origin or descent?  
   - No, not Spanish/Hispanic/Latino  
   - Yes, Puerto Rican  
   - Yes, Mexican, Mexican American, Chicano  
   - Yes, Cuban  
   - Yes, other Spanish/Hispanic/Latino

26. What is your race? Please choose one or more.  
   - White  
   - Black or African American  
   - Asian  
   - Native Hawaiian or other Pacific Islander  
   - American Indian or Alaska Native

27. What language do you mainly speak at home?  
   - English  
   - Spanish  
   - Some other language (please print):

**ADDITIONAL QUESTIONS ABOUT YOUR STAY**

Now that we have asked you to tell us about what happened during your stay, we want to ask you about how well we met your needs.
Rate Hospital Overall
June, 2012

<table>
<thead>
<tr>
<th>HCAHPS</th>
<th>Target</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&gt; Hoag</td>
<td>311</td>
<td>195</td>
<td>232</td>
<td>173</td>
<td>156</td>
<td>154</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td></td>
<td>&lt; Hoag</td>
<td>1416</td>
<td>1578</td>
<td>1558</td>
<td>1565</td>
<td>1578</td>
<td>1566</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Always”</td>
<td>&gt;83%</td>
<td>76</td>
<td>79</td>
<td>78</td>
<td>80</td>
<td>81</td>
<td>81</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Rank</td>
<td>&gt;90</td>
<td>82</td>
<td>89</td>
<td>87</td>
<td>90</td>
<td>91</td>
<td>91</td>
<td></td>
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</tbody>
</table>

Data Base: 1728 (January), 1774 (February), 1791 (March), 1739 (April), 1735 (May), 1721 (June)
HCAHPS - June, 2012

Hoag compared against 1721 other hospitals

Value Based Purchasing (VBP) Goal, FY2012 ~ 90th Percentile
~ 8,900
We are all “Hoag”
Own It ED Video
Thank you and have a wonderful day
Own It

5 Declarations
PROVIDER DIRECTORIES ARE HERE!
Three Easy Steps to Prepare for 2013 Open Enrollment

To View the Provider Directories click here:
- Cigna Choice Fund HSA Provider Directory
- Hoag/St.Joseph Health System Preferred Network HMO Provider Directory
- Cigna Full HMO Network Provider Directory

Important Note:
If selecting one of the HMO plans, you must enter the Primary Care Physician ID Number from the Provider Directory when you go through open enrollment.

Three Easy Steps to Prepare for 2013 Open Enrollment:
1. Print and review the Benefits Brochure and Open Enrollment checklist for you and your family
2. Use the checklist to identify what elections you want to make in 2013
3. On October 26th through November 12th log on to www.hoagbenefits.com

If you have questions, call the Hoag Benefits Center at 888-416-1093.

Attachments:
- 2013 Benefits Brochure
- 2013 Benefits Checklist

Frequently Asked Questions
Hoag - SJH Preferred Network HMO

Q. What physician groups are included in the Hoag - SJH Preferred Network HMO?
- The Hoag Medical Group,
- Greater Newport Physician Preferred,
- St Joseph Heritage Medical Group,
- St Jude Hospital Affiliated Physicians,
- St Jude Heritage Medical Group,
- Mission Hospital Affiliated Physicians,
- Mission Heritage Medical Group.

Q. When will the complete physician listing of the Hoag – SJH Preferred Network HMO be available?
A. The directory is posted on the Hoag Benefits Center at www.hoagbenefits.com and the WAVE, and
hard copies will be available at the upcoming Benefits Fairs located at Newport Beach, Irvine and 500 Superior.

Q. Who is in the Hoag Medical Group?
A. Hoag Medical Group has internists, family practitioners and pediatricians available. By the end of 2012, there will be approximately 20 physicians on board and another 30-40 scheduled to join the Group in 2013. Some of the physicians who have been instrumental in the vision and foundation of the Hoag Medical Group includes Dr. Kris Iyer and Dr. Dennis Jordanides. A list of all providers within this group will be available to employees during the week of October 22nd.

Q. What are the benefits of the Hoag Medical Group?
A. At Hoag Medical Group, the goal is to provide high quality, patient-centered care. Patients will receive the following benefits:
   - Same day appointments
   - Comprehensive care
   - Access to Hoag specialists (as needed)
   - Locations throughout OC

Q. Where is the Hoag Medical Group Located?
A. You will find the Hoag Medical group at the following locations.

**Open Now – brand new facility, leading-edge design**
Newport Beach – Hoag Health Center  
510 Superior Avenue, Suite 200B  
Newport Beach, CA 92663  
949/791-3001

**Opening in December 2012**
Irvine – Hoag Health Center Woodbridge  
4870 Barranca Parkway  
Irvine, CA 92604

**Opening in January 2012**
Huntington Beach – Hoag Health Center  
Irvine – Hoag Hospital Campus  
Irvine – 4900 Barranca Parkway

Q. Where can I find a list of Hoag Medical Group primary care physicians so I am ready for open enrollment?
A. The directory is posted on the Hoag Benefits Center at www.hoagbenefits.com and the WAVE, and hard copies will be available at the upcoming Benefits Fairs located at Newport Beach, Irvine and 500 Superior.

Q. Under the Hoag - SJH Preferred Network HMO, am I still able to self-refer myself to an OBGYN without seeing my primary care physician for a referral?
A. Yes. The plan works the same as a traditional HMO. Remember, the self-referral must be within the Hoag – SJH Preferred Network HMO.

Q. How will I be referred by my primary care physician (PCP) within the Hoag - SJH Preferred Network HMO?
A. When selecting this plan, you are choosing to participate in an HMO. The Hoag Medical Group, and GNP have contracted facilities, specialists and hospitals within their networks. You will want to share with your physician that you or your dependent are in the Greater Newport Physicians Preferred Hoag network and ask to be referred to Hoag whenever possible. When selecting a St Joseph Heritage/Affiliated Primary Care Physician, you and your family will be referred to contracted facilities, specialists and hospitals within the St Joseph Heritage/Affiliated network.

Q. Does my physician know that I am an employee of Hoag or that my dependent is on this plan?
A. Not unless you tell your physician. Insurance information and coverage is reviewed at the front desk of most offices. You would want to ask to be referred to Hoag whenever possible.

Q. What hospitals are included in the Hoag - SJH Preferred Network?
A. The hospitals include the following:

<table>
<thead>
<tr>
<th>Hoag Newport Beach</th>
<th>Mission Hospital Mission Viejo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hoag Irvine</td>
<td>Mission Hospital Laguna Beach</td>
</tr>
<tr>
<td>Hoag Orthopedic Institute</td>
<td>Children's Hospital of Orange County</td>
</tr>
<tr>
<td>St Joseph of Orange</td>
<td>Children's Hospital at Mission</td>
</tr>
<tr>
<td>St Jude Fullerton</td>
<td></td>
</tr>
</tbody>
</table>

Q. If I enroll in the Hoag - SJH Preferred Network HMO plan, can my dependents elect a Doctor outside of the Hoag - SJH Preferred Network HMO?
A. No. You and your dependents will need to select a Doctor that is within the Hoag - SJHS Preferred Network HMO. Otherwise you would want to enroll in the CIGNA Full Network HMO to access doctors in the full Cigna network.

Q. If my dependent child is going to school out of state, can I and the rest of my family enroll in the Hoag - SJH Preferred Network HMO?
A. Yes, you may enroll in the Hoag - SJH Preferred Network HMO. Your out-of-state student child may be able to utilize the “Guesting Program” through Cigna. Contact Cigna at 800.244.6224 to find out if Guesting is available. In the event it is NOT, your child will still have access to Urgent and Emergency Care while away from home.

Q. If I enroll in the Hoag - SJH Preferred Network HMO and have an emergency outside of Cigna’s network, will I be covered?
A. Cigna covers emergencies in and out of network at the same rate for both Hoag - SJH Preferred Network HMO plan, a $250 co-pay for emergency services. The same copay applies wherever you obtain services even across the country.