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 takes 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
Own It

5 Declarations
Own It

5 Declarations

1. I own how I greet and welcome you
2. I own how I show you respect
3. I own how I engage you and discover your needs
4. I own how I assist you and personalize my actions for you
5. I own how I assist you in transitioning your continuum of care and service
Own It – Recipe Cards
Table & Group Discussion
Own It

5 Declarations

1. I own how I greet and welcome you
2. I own how I show you respect
3. I own how I engage you and discover your needs
4. I own how I assist you and personalize my actions for you
5. I own how I assist you in transitioning your continuum of care and service
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…

>2
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
Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) Survey

- Measures patient perception of care
- Federally mandated; public reporting
  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?
8. During this hospital stay, how often were your room and bathroom kept **clean**?

9. During this hospital stay, how often was the area 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?
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?

22. Would you recommend this hospital to your friends and family?
## Rate Hospital Overall

**June, 2012**

The Dot Up chart displays the performance of Hoag Hospital in various categories from January to June 2012. The chart uses dots to indicate how well the hospital ranks compared to the target levels:

- **Blue dots** indicate that the hospital is better than the target level.
- **Orange dots** indicate that the hospital is worse than the target level.
- **Red dots** indicate that the hospital is always within the target level.

### HCAHPS Scores

<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>&gt; Hoag</td>
<td></td>
<td>311</td>
<td>195</td>
<td>232</td>
<td>173</td>
<td>156</td>
<td>154</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; Hoag</td>
<td></td>
<td>1416</td>
<td>1578</td>
<td>1558</td>
<td>1565</td>
<td>1578</td>
<td>1566</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Always&quot;</td>
<td></td>
<td>76</td>
<td>79</td>
<td>78</td>
<td>80</td>
<td>81</td>
<td>81</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<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>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Value Based Purchasing (VBP) Goal, FY2012 ~ 90th Percentile

Hoag compared against 1721 other hospitals

1. Communication w/ Nurses
2. Response of Hospital Staff
3. Communication w/ Doctors
4. Hospital Environment
5. Pain Management
6. Communication about Med’s
7. Discharge Information
8. Rate Hospital Overall
9. Recommend Hospital


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

5 Declarations