

Do We Make It Easy? Disrupting Old Patterns of Thinking and Taking New Action in Transformational Times

Indiana University Health

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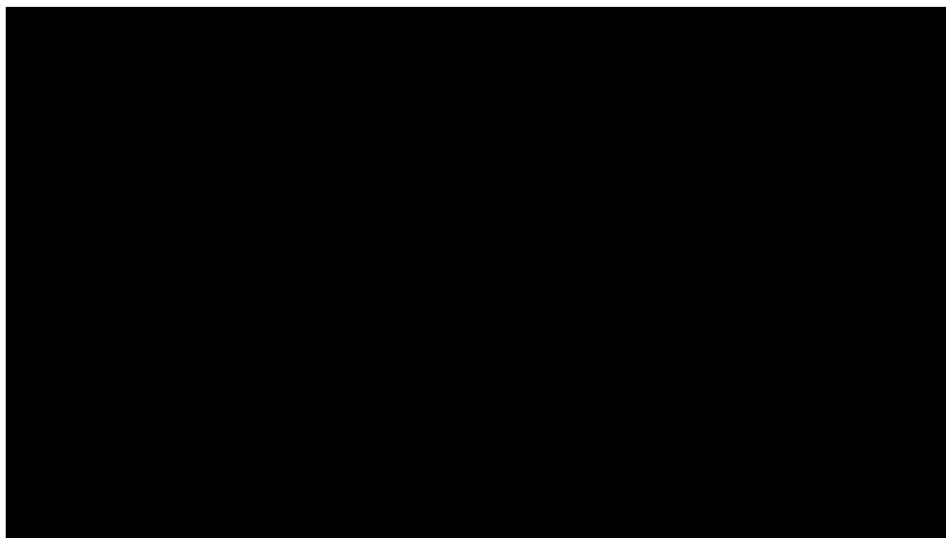
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Indiana University Health

NRC Health Symposium | A journey to understanding | #NRCSymp

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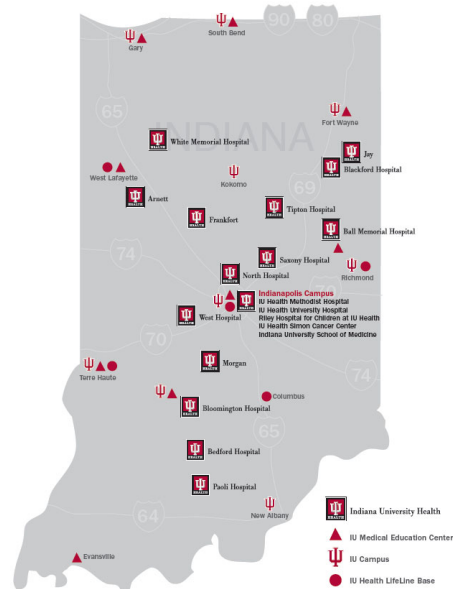
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25th Annual NRC Health Symposium – Omni Nashville Hotel
Nashville, Tennessee
August 14–16, 2019

Learning Objectives

- Describe the patient experience survey re-design process as a foundational element for shifting focus from patient satisfaction to loyalty.
- Define patient loyalty and the importance of Voice of Customer in engaging and activating teams by providing actionable insights to shape patient experiences that drive loyalty.

About IU Health

- 17 hospitals
- 300+ primary care and specialty care offices
- 33,000 team members
- 3,680 physicians
- 1,195 advanced practice providers
- 9,000 nurses



Why Experience Matters

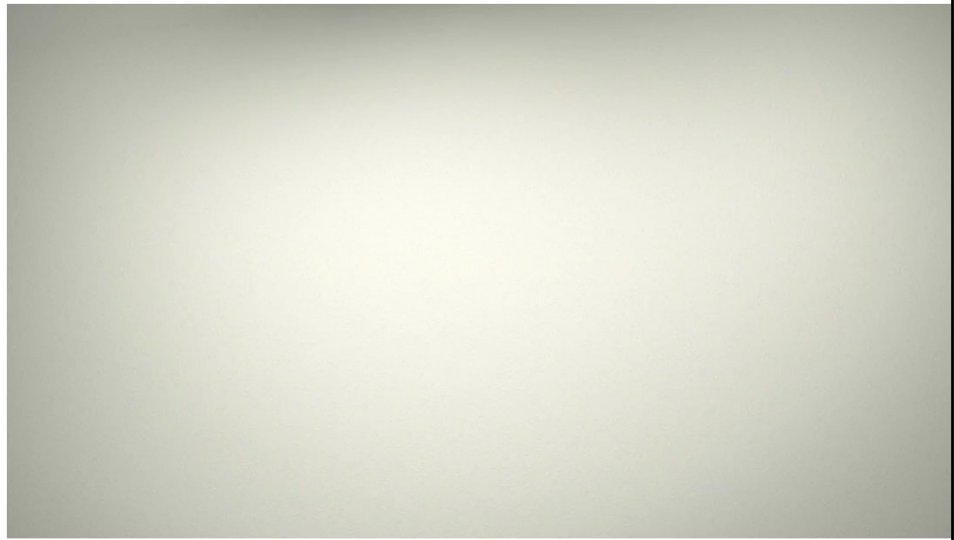


The IU Health Way

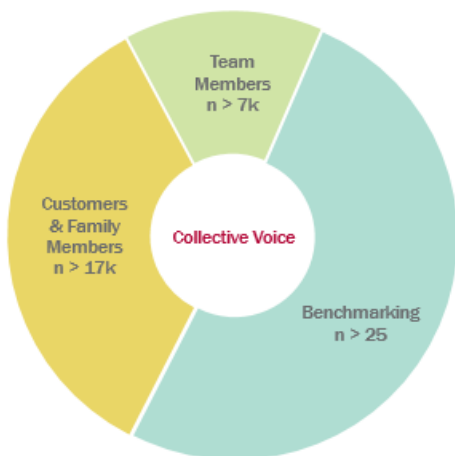
We will lead the transformation of healthcare through quality innovation and education, and make Indiana one of the nation's healthiest states

VISION

Two years ago...



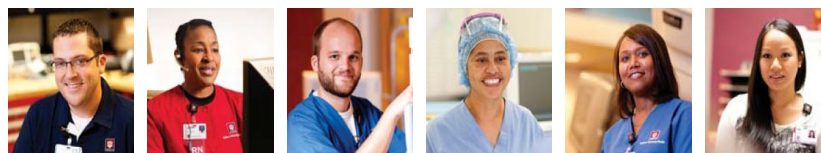
Taking time to learn from others



Shifting our mindset from satisfaction to loyalty



Our Promise



The Best Care, Designed for You



Core capabilities



UNIFIED STRATEGY

Unified strategic plan to achieve the person-centered goal



CUSTOMER UNDERSTANDING

Observation and understanding of evolving customer expectations



CULTURE — EXPERIENCE MINDSET

Culture that supports authentic and personalized customer and team member partnerships



CONSISTENT DESIGN APPLICATION

Design of tools and processes to enable consistent application



GOVERNANCE & DECISION MAKING

Progress monitoring and person-centered decision making



MEASUREMENT

Systematic feedback and analysis to drive continuous improvement

The IU Health Way

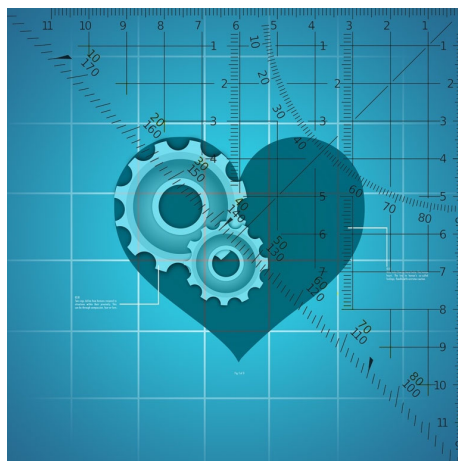
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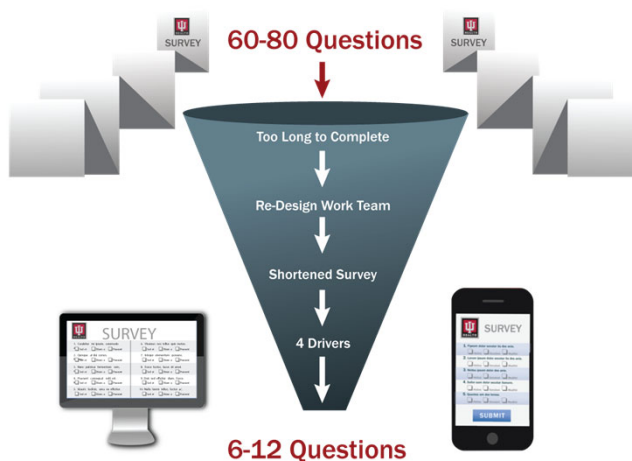
The Best care, Designed for you

PROMISE

Building a foundation for cultural change

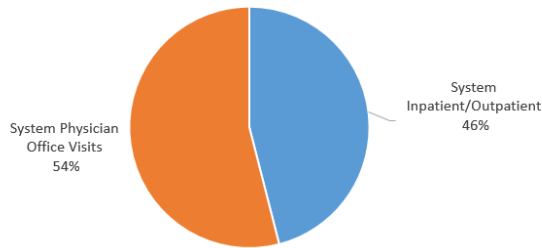


Moving to RTF to better engage and understand our patients

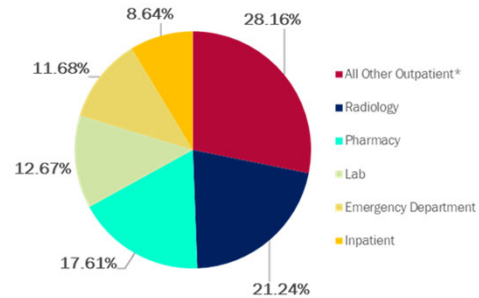


Understanding our patient touchpoints

System Inpatient, Outpatient & Physician Office Visits



Response Volume by Service Line



Sending a signal of change

Both inside
and outside
our walls



Patient listening and engagement strategy



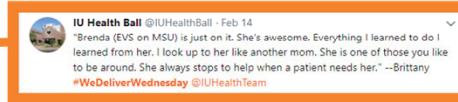
- Surveys
- PFACs
- Journey mapping
- Mystery shopping
- Partnerships
- Storytelling

Using patient feedback to engage teams

REWARD & RECOGNITION



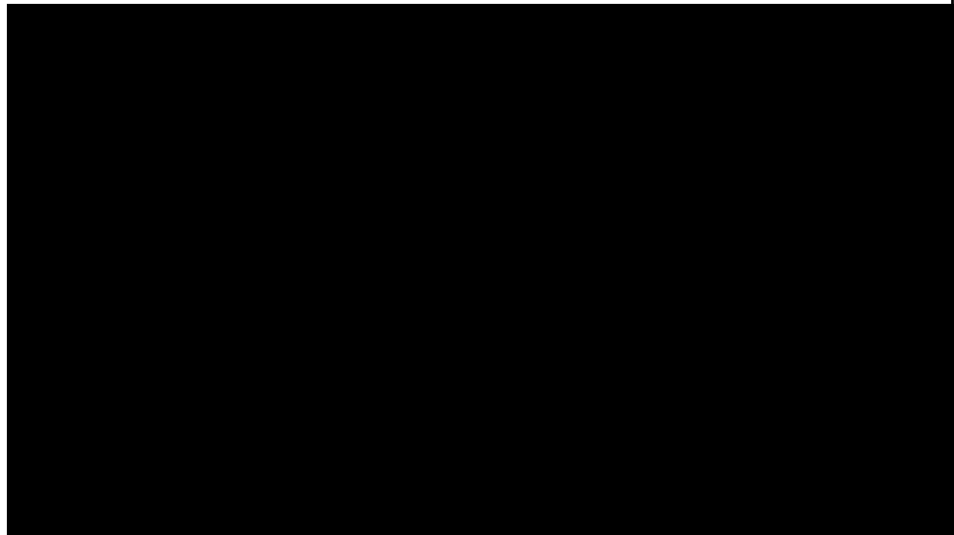
HASHTAG DAY #wedeliverwednesday



MDI BOARDS & HUDDLES



Activating team members



Evolving our tools and frameworks



- Design thinking+ Lean
- Multi-disciplinary approach
- Contemporary techniques
- Real Time Feedback

The IU Health Way

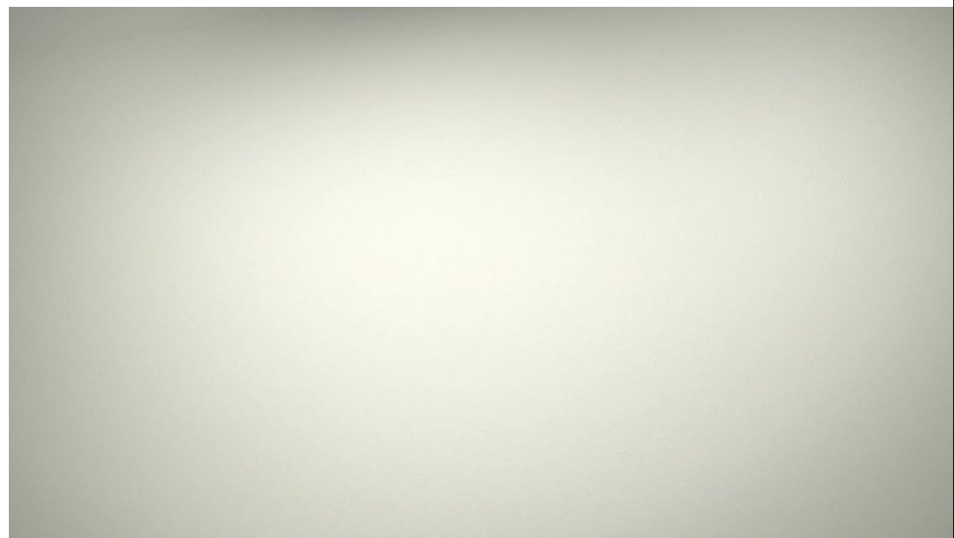


Connecting the dots

- Quality and Safety
- Process Improvement
- Human Resources
- Information Technology
- Design and Construction



And today...



Key takeaways

- Understand your reality and learn from others
- Challenge your beliefs and change the script
- Recognize patient journeys to foster team work and create focus
- Make it easy for patients to provide feedback and easy for teams to respond to feedback