

# What is the best initiative you invested in the last year and how?

**Moderator: Marc Coker**

Executive Vice President, Business Development  
NRC Health



## Today's Panelist

- Banning Hendriks, Director, Patient Experience, Oregon Health & Science University
- Julie Sorensen, Chief Marketing & Communications Officer, Cooley Dickinson Health Care
- Dr. Shehzad Saeed, Chief Medical Value Based Care Officer & Physician Lead for Patient Experience, Dayton Children's Hospital



# Timely. Relevant. Actionable.

**Banning Hendriks**

Director, Patient Experience, OHSU



## Background



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**25<sup>th</sup> Annual NRC Health Symposium – Omni Nashville Hotel**  
**Nashville, Tennessee**  
**August 14–16, 2019**

## Plan

- Build buy-in
- Start with a clean slate
- Lead with humility
- Move to Real-time

## Results and Learnings

- Impact on HCAHPS?
- Staff and Leader Engagement
- Continuous Improvement – Stay humble!
- Surveys aren't the answer to everything

# Transparency & Monitor and Engage

**Julia Sorensen, MBA, MSW**

Chief Marketing and Communications Officer  
Cooley Dickinson Health Care



## Implementation process:

- 90 day internal launch
- Preview site
- Individualized “mock” profiles
- Leadership and Provider Meetings
- Website Implementation and Go Live!

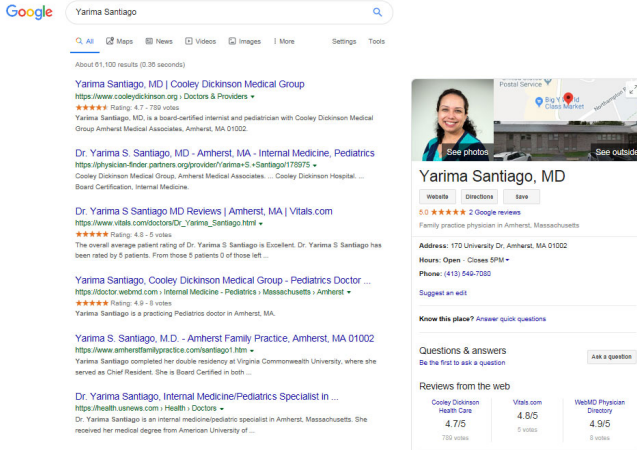
# 77%

Of consumers begin their healthcare search online

Source: 2016 Healthcare Consumer Trends Survey



# Results



- Improved search rankings
- Increased website profile views
  - 29% more unique page views
  - 23% more time spent on site
- Increased third party reviews; more positive third party reviews
  - More than doubled since we started soliciting reviews
- Positive patient feedback
  - 6% overall; 30% on Google
- Increased provider satisfaction



# Dayton Children’s Hospital Journey from sometimes exceptional to always exceptional

**Dr. Shehzad Saeed**  
 Associate Chief Medical Officer  
 Dayton Children’s Hospital



# What is valuable to patients?

## From a sampling of my patients

- Trust
- Keep me Safe
- Care coordination and a consistent relationship with care team
- Access to records
- Family centered amenities

# Dayton Children's Journey from sometimes exceptional to always exceptional

## Why NPS?

- Unique geographical location
- Unique access challenges and opportunities-assess loyalty more than patient satisfaction alone
- Business best practices and best in class opportunity

# How we implemented NPS

## PARENT/FAMILY ENGAGEMENT

### Informed decision making – data visualization



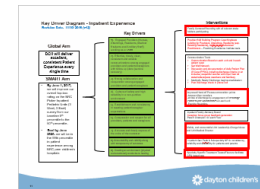
### Nursing/patient facing staff - PFE best practice behaviors



### Physician engagement



### QI methodology



## Physician onboarding, division presentations and data sharing

- All new physicians now undergo mandatory PTX focused introductory meeting covering
  - Expectations of providers including goals for the institution as well as components of incentive
  - Types of survey at DCH
- Division presentations and data sharing based on specific feedback from PTX surveys including positive and negative comments
- Opportunities for improvement are identified
- Exemplars are being set up to serve as coaches by direct observations
- PTX survey comments are being pushed out to each division and have now been added as metrics to track on newly restructured service line re-alignments
- Dyad expectations
- Patient experience scores are a part of our service line dashboards reviewed regularly by an executive group led by the CEO with discussion of mitigation plans if not meeting the mark
- Also aligning provider incentives to metrics of patient experience scores

## Results

IP NPS	ED NPS	Ambulatory NPS	Surgery NPS	Overall DCH NPS
80.0	75.5	89.5	89.5	82.5
Goal: 80	Goal: 75	Goal: 85	Goal: 85	Goal: 80

## Discussion