



Excellence in Human Understanding

Ryan Donohue
Helen Hrdy
Galen Papaconstantinou, MBA
Jessi Rivers



Greatest Hits



Human Understanding Imperatives



Patient / Care Provider

Feel seen, heard, and respected as a person

Care Team / Health Organization

Drive equity and loyalty by treating everyone as a unique person



What is Human Understanding?



NRC Health 2021: Focus groups on human understanding in healthcare, reinforced by 3 national surveys (n = 86,613)



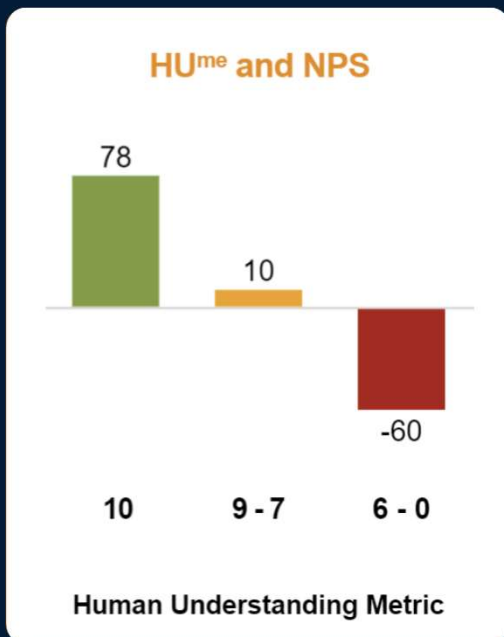
Behavioral Signs of Human Understanding

What does Human Understanding look like in the real world?

- Recognize me as ME
- Pay attention
- Awareness of person as a whole
- See the big picture of my life
- Listen
- Focus on the patient point-of-view
- Write things down for me
- Speak in terms I understand
- Make eye contact
- Focus on where I am (health/life)
- Never interrupt
- Protect my dignity
- Follow up
- Make me feel like you understand me
- Get to root of problem/concern
- Recall prior visits
- Take my concerns seriously
- Use the name I want to be called
- Treat me as an equal
- Follow up on something I've told them about my personal life
- Go beyond the medical issue at hand
- Be accessible to me
- Admit if don't know something
- Be patient with me
- Take an interest in me
- Take an interest in my family
- Be fully present
- Know me when I come in
- Call me with results and explanations
- Listen, and act on what you hear
- Tailor care & communication to me
- Nudge me to be responsible for my care



Impact of Human Understanding on NPS



National

Did everyone treat you as a unique person?

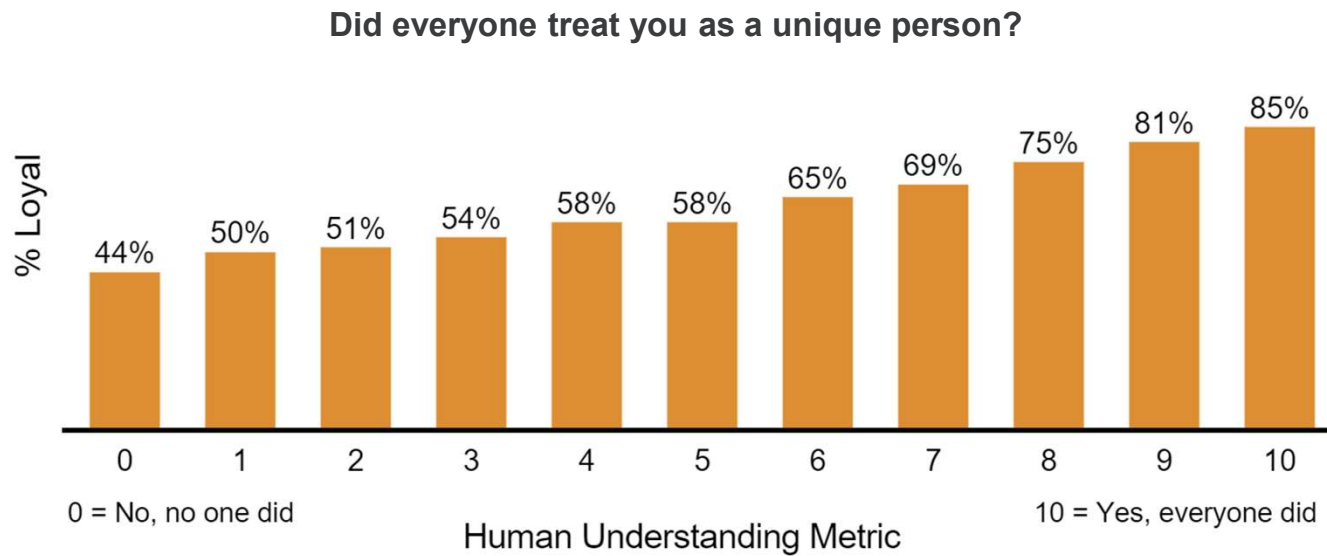
- The odds of being a Promoter are 12 times higher if patients answer '10' (yes, everyone did).

Market Insights (January - June 2022)

N = 94,113 people who had an experience with their top-of-mind hospital \leq 12 months



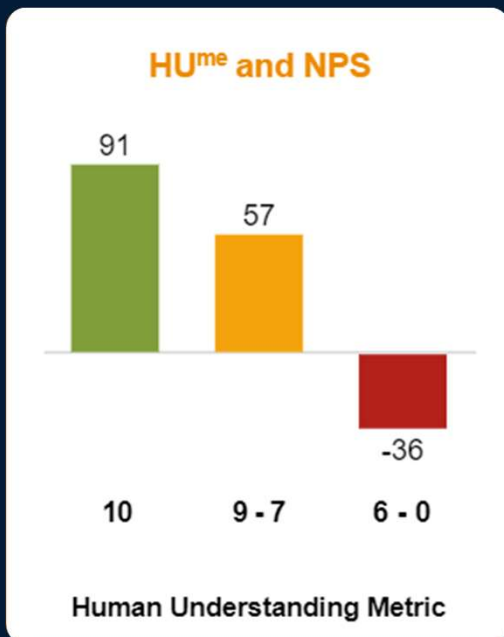
Impact of Human Understanding on Loyalty



Market Insights (January - June 2022) N = 94,113 people who had an experience with their top-of-mind hospital \leq 12 months prior to responding



Impact of Human Understanding on NPS



System-level

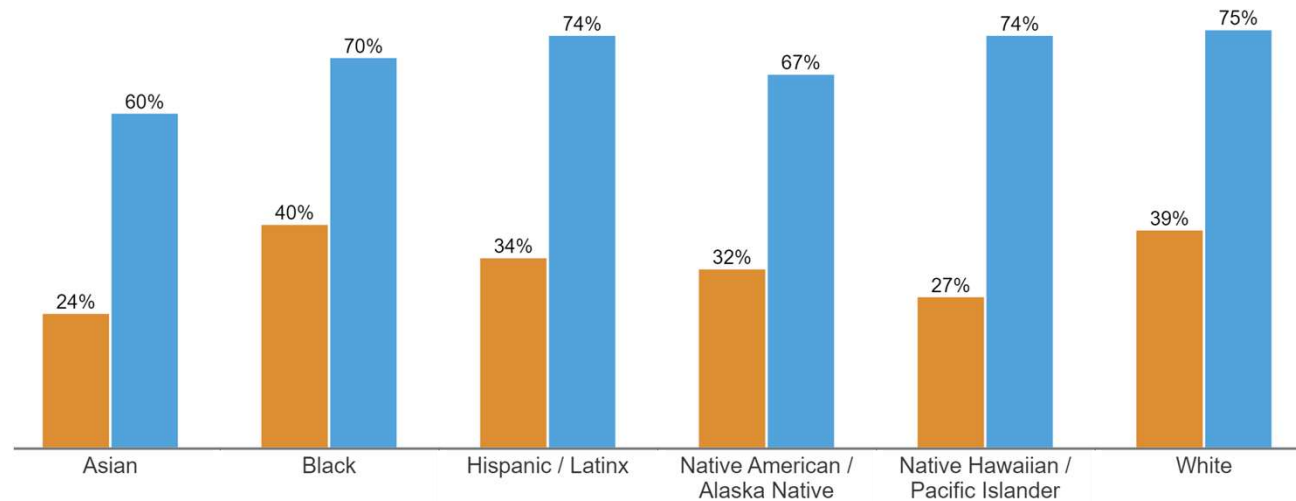
Did everyone treat you as a unique person?

- The odds of being a Promoter are 13 times higher if patients answer '10' (yes, everyone did).

Experience Survey analysis (January 1, 2022 - July 22, 2022)
93,442 people at 10 hospital systems



Human Understanding → Health Equity



- National: Market Insights Studies (January - June 2022)
- System-level: Experience Surveys (January 1, 2022 - July 22, 2022)



Recognizing and Learning from Excellence



Galen Papaconstantinou, MBA
Manager, People Analytics and HRIS
Gundersen Health System
glpapaco@gundersenhealth.org



Jessi Rivers
Consultant, Patient Experience
OHSU
broberg@ohsu.edu



Turning Aspiration into Action

- Analytics
- Culture
- Improvement
- Innovation
- Leadership
- Personalization
- Technology
- Workforce
- Recognition

