



# Improving parental involvement for better NPS at Children's Minnesota



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INTERACTIVE STUDY

FEATURING: CHILDREN'S MINNESOTA

2.9%<sup>↑</sup>

INCREASE IN KEY  
DRIVER SCORE

75%<sup>↑</sup>

INCREASE IN AVAILABLE  
INFECTIOUS DISEASE  
EDUCATIONAL MATERIALS

4 pts<sup>↑</sup>

IN NPS FOR MEDICAL IMAGING  
DURING CRITICAL STAFFING/  
INCREASED VOLUMES

## SUMMARY

Children's Minnesota, an award-winning not-for-profit health system regularly ranked by *U.S. News & World Report* as a top children's hospital, is an organization focused on delivering compassionate values- and family-focused healthcare made just for kids. In the fall of 2022, Children's Minnesota's leaders set new goals to improve staffing shortages and use NRC Health data to help them identify how to improve their patient-experience scores. The goal was for team members to consistently communicate with patients' families and live their values with each encounter.

## OPPORTUNITY

Infectious Disease clinic visits include comprehensive discussions regarding management and treatment plans, disease mechanisms, and potential alternate diagnoses in cases where the diagnosis may not be clear. One of the metrics that they found needed particular attention was the "received enough information" metric. For Medical Imaging, one of the biggest detractors was that a test procedure didn't begin on time because of staffing shortages, impacting how quickly they could test patients. Leaders built strategies around these goals to achieve remarkable results to provide the best possible care and empower care teams.



"We work with each and every patient and family to understand them as a unique individual and deliver that unique experience. We connect and interact in those micro moments that make experience come alive for patients and families."

—Shanna McCann, Patient Experience  
Coach, Children's Minnesota



SOLUTIONS AND RESULTS

One strategy the Infectious Disease clinic chose to focus efforts on was creating patient-education materials for the top three diagnoses seen in the clinic, to help ensure parents had enough information about their children’s health and treatment.

They increased available patient handouts by 75% and integrated them in their institutional patient-handout system and EMR. They set a goal to include the patient handout with the discharge paperwork that families received at the end of their clinic visits and were able to meet that goal by the end of the year. The Infectious Disease clinic sustained high NPS numbers—which increased from 86.1% to 88.2%—correlated to parents receiving enough information about their children’s health and treatment.

Medical Imaging focused on improving the patient experience by using the five AIDET communication behaviors (Acknowledge, Introduce, Duration, Explanation, and Thank You) as a template of how to talk and interact with patients and families—whether that was updating wait times or explaining what happens in the process of getting an X-ray. To reinforce the changes, they

used reminder posters in break rooms and tech work areas and had leaders discuss the importance of AIDET during employee rounding and engagement activities. Recognizing staff or spot-coaching in the moment is easy, and can help improve the patient experience; in this case, it was also linked to a 4% NPS increase for the department.

Medical Imaging shares patient comments with the staff, especially if patients call out staff members through their Kudos awards or recognition system. Leaders teach managers how to forward comments to staff directly using NRC Health’s Compliment Sharing, which staff love. They say their scores of nines and tens are pretty positive, but their target is moving the sevens and eights to nines and tens.



“Given the complexity of our patients and the severity of their illnesses, all of that really requires a lot of education for families to understand the disease process and what to expect during the management of an infection. It’s easy for some information to get lost in the shuffle or for misunderstandings or miscommunication to arise, so our main focus was on whether they received enough information.”

—Dr. Anu Kalaskar, Medical Director of the Infectious Disease Program, Children’s Minnesota

<b>A</b>	<b>ACKNOWLEDGE</b> Acknowledge and greet the patient and others as you enter the room – be sure to always wear a smile!
<b>I</b>	<b>INTRODUCE</b> Introduce yourself by name to those in the room, and answer any questions about the cleanliness of the room.
<b>D</b>	<b>DURATION</b> Give the patient and others an estimate of how long it will take to clean the room.
<b>E</b>	<b>EXPLAIN</b> Explain what you are doing as you clean the different areas in the room, emphasizing the disinfection of all high-touch areas.
<b>T</b>	<b>THANK YOU</b> Once all cleaning procedures have taken place, thank the patient, ask if there is anything else you can assist with at this time, and exit the room.

AIDET adapted and implemented by Children’s Minnesota.