

Patient Experience is...

THE POWER OF &

**PATIENT
EXPERIENCE
WEEK**

APRIL 24 - 28, 2017
theberyl institute.org

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#PXWeek
April 27, 2017

E M E R G E N C Y



Framing
PATIENT EXPERIENCE

Patient Experience Defined

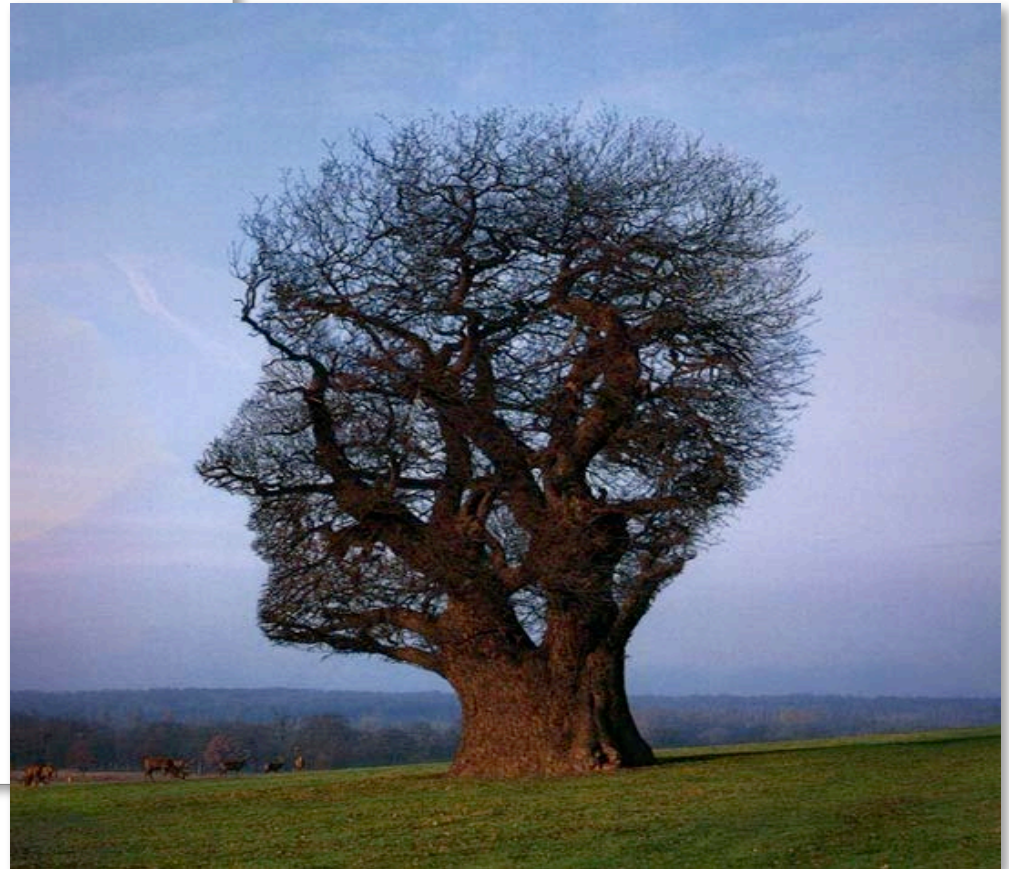
The sum of all **interactions**, shaped by an organization's **culture**, that influence patient **perceptions** across the **continuum** of care.

- The Beryl Institute

Experience is...

Experience is **something we have lived through.**
It is about something that happened and it is our **lasting story...**

It is defined in all that is **perceived, understood and remembered...**



Satisfaction...



To satisfy is to cause (someone) to be happy or pleased.

Satisfaction is in the **moment**.

It is the idea of how positive someone **feels about their expectations** of an encounter.

...Engagement & Centeredness

Patient & Family Engagement

Patients, families, their representatives, and health professionals **working in active partnership** at various levels across the health care system—direct care, organizational design and governance, and policymaking—to improve health and healthcare.

K.L. Carman, T.A. Workman, Engaging patients and consumers in research evidence: Applying the conceptual model of patient and family engagement, *Patient Educ Couns* (2016), <http://dx.doi.org/10.1016/j.pec.2016.07.009>

Patient- and Family-Centered Care

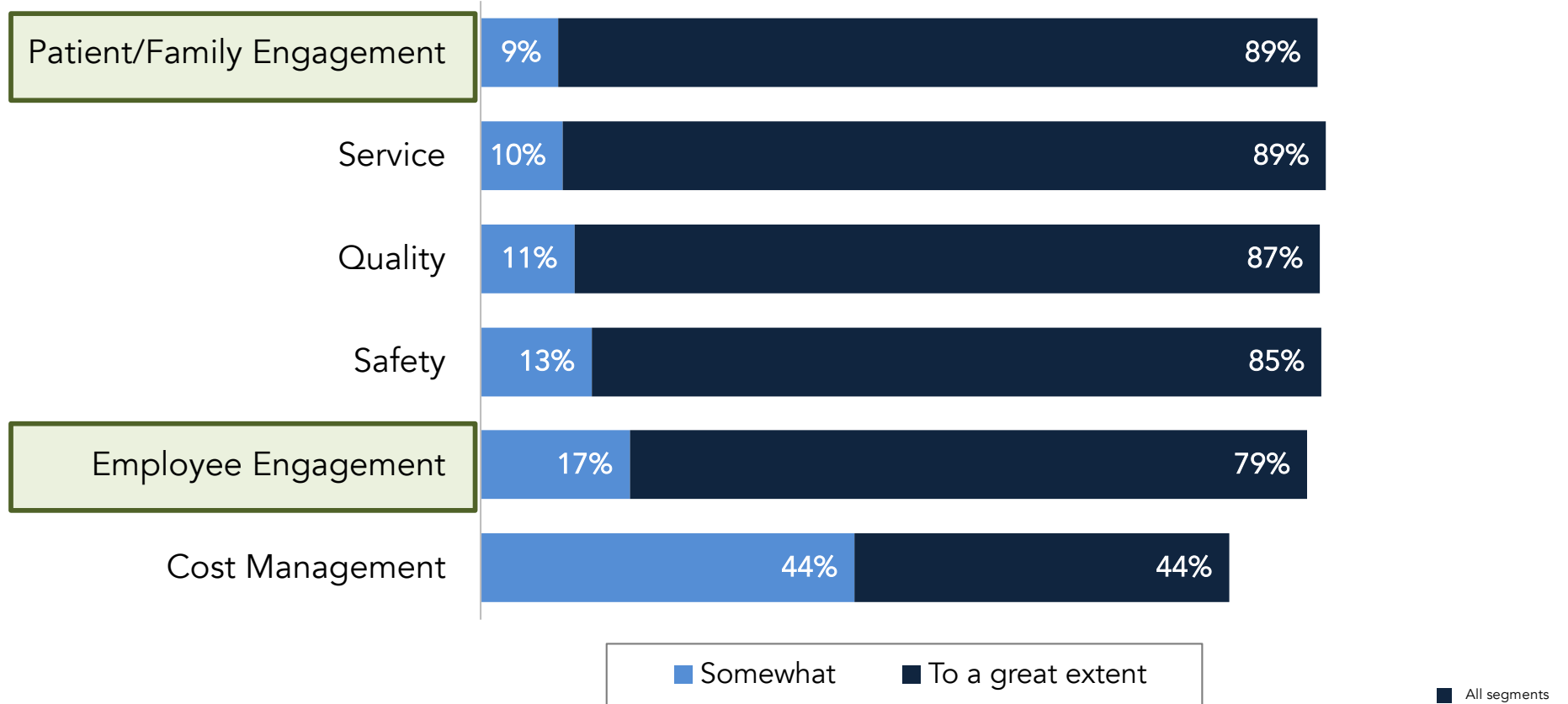
An **approach** to the planning, delivery, and evaluation of health care that is grounded in mutually beneficial **partnerships** among health care providers, patients, and families.

Institute for Patient- and Family-Centered Care

An Integrated Perspective



Integrated view of PX supported AND expanded



An Expanded Perspective





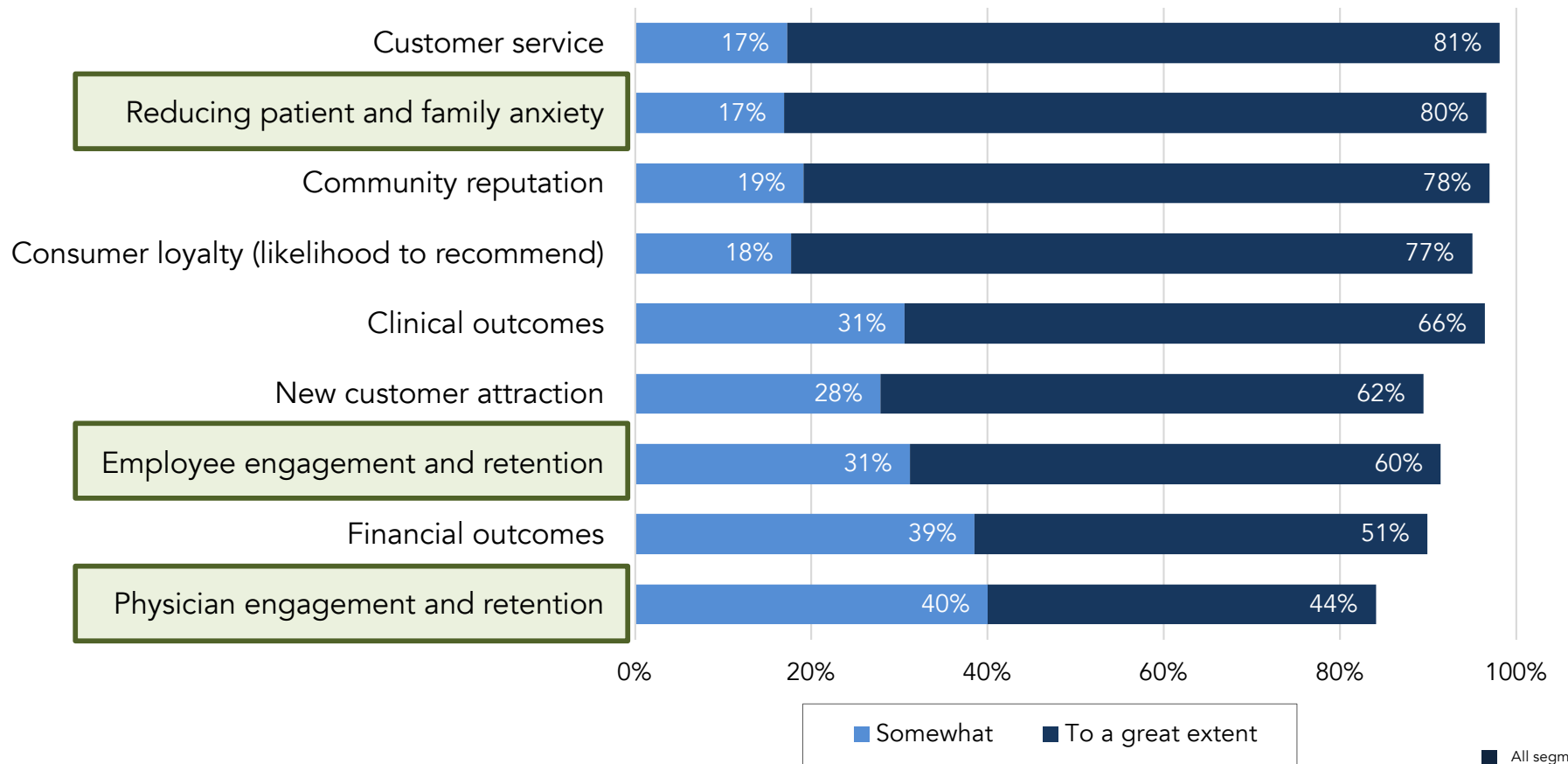
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EXPERIENCE



Wolf, Jason A. PhD (2016) "Patient experience: Driving outcomes at the heart of healthcare,"
Patient Experience Journal: Vol. 3: Iss. 1, Article 1.
Available at: <http://pxjournal.org/journal/vol3/iss1/1>

Impact of PX expands to human experience



Patient Experience is...
THE POWER OF
&

Patient Experience is...

PARTNERSHIPS & CONNECTIONS

EMPATHY & COMPASSION

INDIVIDUAL & INSPIRING

Patient Experience is...

PARTNERSHIPS & CONNECTIONS



Doing TO



Doing FOR



Doing WITH

Patient Experience is...

PARTNERSHIPS & CONNECTIONS



I was blessed to be assigned a doctor who embodies the definition of patient centered care. Dr. Shulman was someone I could be personally connected with...



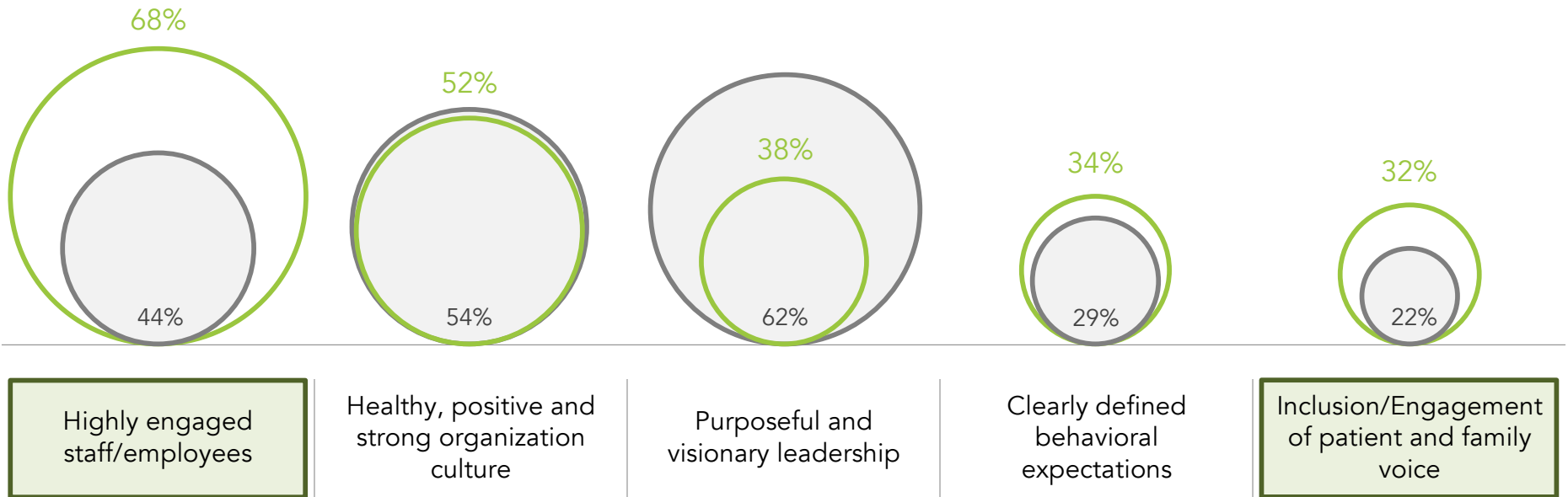
I believe the more information that you have the more powerful you are...



I need to know you have my best interest at heart

Engagement leaps to top in achieving positive PX

■ US Hospitals 2017
■ US Hospitals 2015



Engaged staff now leads across segments

Non-US Hospitals

	2015	2017
Highly engaged staff/employees	29%	59%
Inclusion/Engagement of patient and family voice	39%	53%
Healthy, positive and strong organization culture	40%	47%
Purposeful and visionary leadership	61%	35%

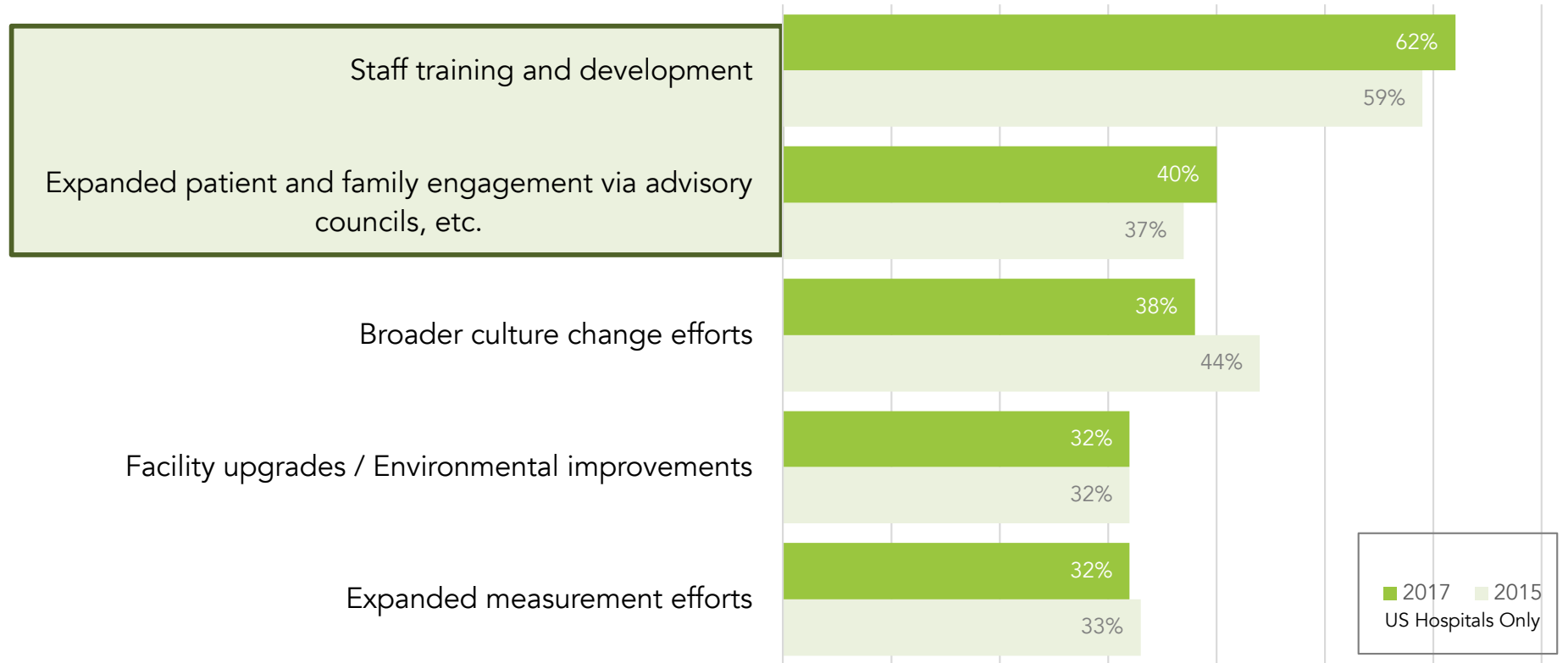
LTC

	2015	2017
Highly engaged staff/employees	52%	79%
Healthy, positive and strong organization culture	41%	67%
Clearly defined behavioral expectations	15%	38%
Purposeful and visionary leadership	56%	29%

Practices

	2015	2017
Highly engaged staff/employees	32%	62%
Healthy, positive and strong organization culture	42%	62%
Clearly defined behavioral expectations	23%	41%
Purposeful and visionary leadership	70%	30%

Investment led by training & patient and family engagement



Q: Of the following efforts, identify the top three items in which you expect your organization to invest, either as a new effort or with additional resources, over the next three years to advance Patient Experience improvements. (n=677)

Investment led by training & patient and family engagement

Non-US Hospitals		
	2015	2017
Staff training and development	54%	59%
Expanded patient/family engagement via advisory councils, etc.	56%	51%
Expanded measurement efforts	49%	45%
Broader culture change efforts	44%	30%

LTC		
	2015	2017
Staff training and development	67%	73%
Expanded measurement efforts	53%	41%
Expanded patient/family engagement via advisory councils, etc.	26%	32%
Broader culture change efforts	37%	27%

Practices		
	2015	2017
Staff training and development	39%	63%
Expanded patient/family engagement via advisory councils, etc.	28%	35%
Expanded measurement efforts	31%	33%
Marketing, PR, and/or Communication Efforts	25%	29%

Q: Of the following efforts, identify the top three items in which you expect your organization to invest, either as a new effort or with additional resources, over the next three years to advance Patient Experience improvements. (n=276)

Hear me & Engage Me!

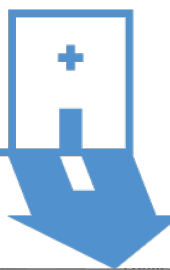


“I am the patient and I need to be heard!”

Video: <https://www.youtube.com/watch?v=iVt3eHAsdK4>

PODS

PATIENT ORIENTED DISCHARGE SUMMARY



_____ 's Care Guide

hospital on ___/___/___ and left on ___/___/___
because I have _____

my own notes

Medications I need to take

Name	What it is for	Timing			
		morning	noon	afternoon	night
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How I might feel and what to do

I might feel	What to do	Go to Emergency if:

Changes to my routine

Activity (i.e. dietary, physical)	Instruction

Appointments I have to go to

Go see _____ for _____ on ___/___/___ at ___:___ am/pm
Location: _____ ☎ booked

Where to go for more information

For medication instructions call/go to pharmacist ☎ _____
For _____ call/go to _____ ☎ _____




Patient Experience is...
EMPATHY & COMPASSION




Patient Experience is...


EMPATHY & COMPASSION



I had to rely on other people to provide that clinical expertise but also meeting our emotional needs in different ways.

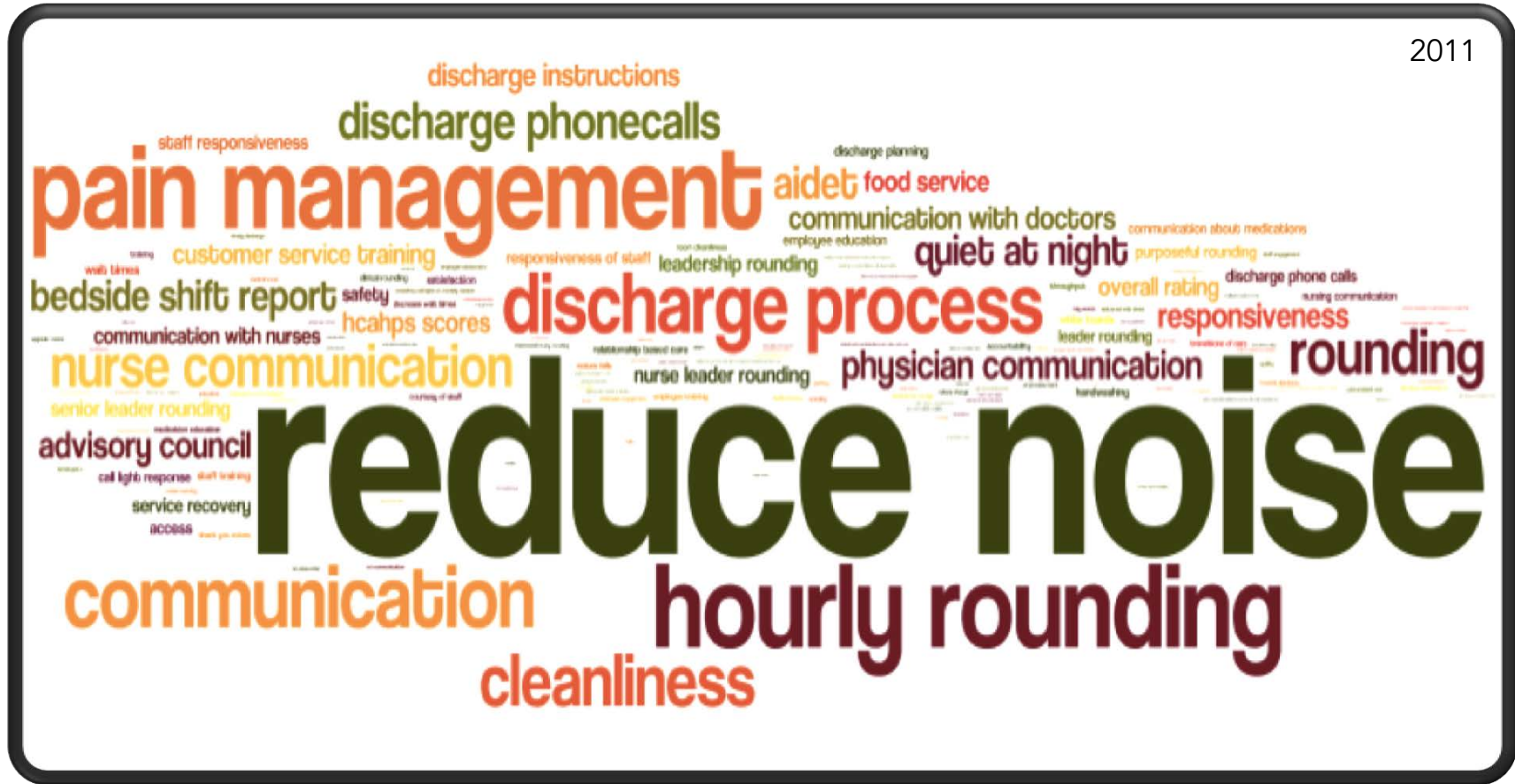


I think the first way you build a relationship with a patient is to build a strong foundation from the very first moment you meet them...you have to be a good communicator, you have to be compassionate.



For me it was really important that the doctors understood that this wasn't just about naming my disease and identifying a treatment, it was also about the whole me and all the implications.

2011 Focus: Survey domains



2015 Focus: Expanding view

2015



PX focus: A return to purpose

2017





Patient Experience is...
INDIVIDUAL & INSPIRING

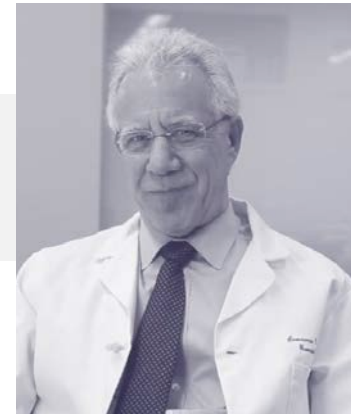
hello my name is...


N of ONE

Patient Experience is...

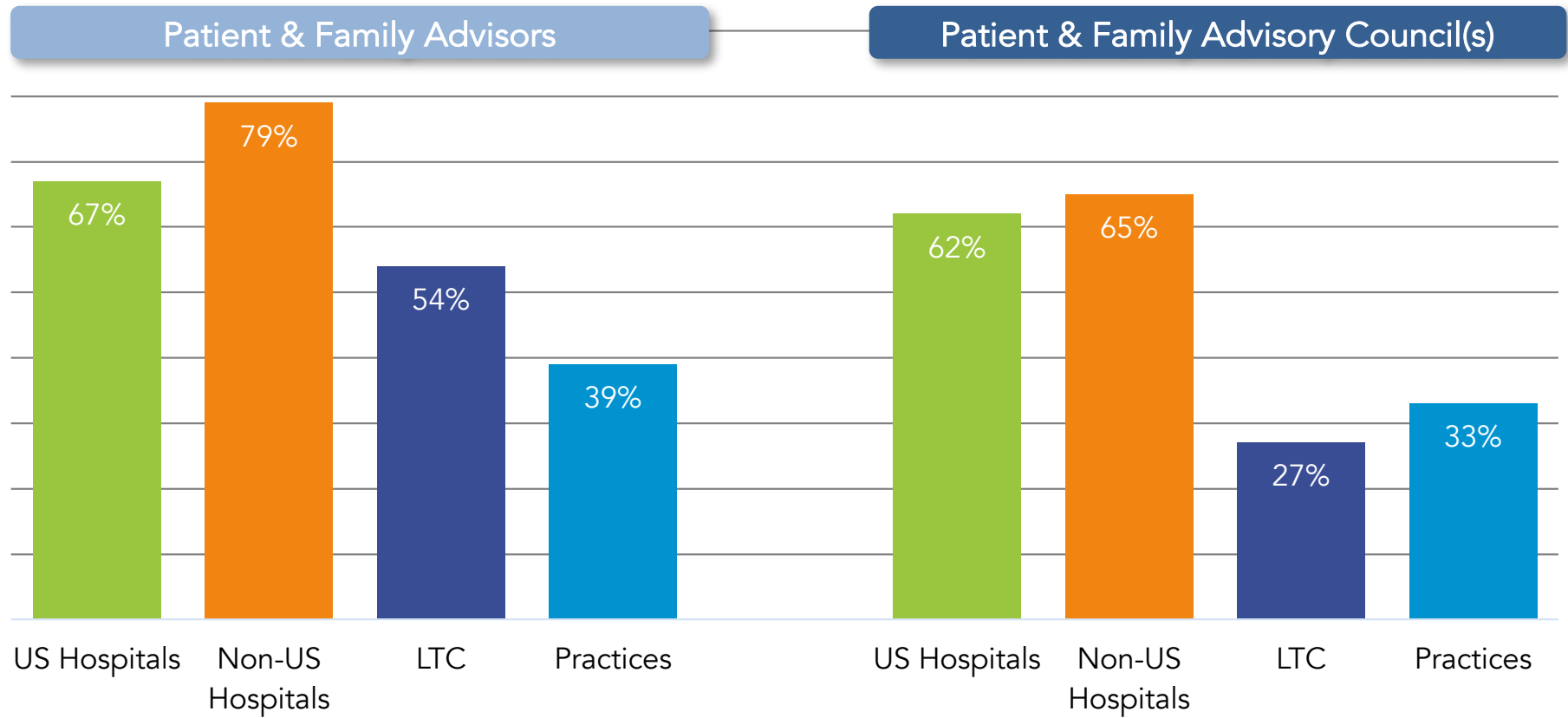
INDIVIDUAL & INSPIRING

We are all individual human beings and that's an individual experience, physician to patient, and it's different every time



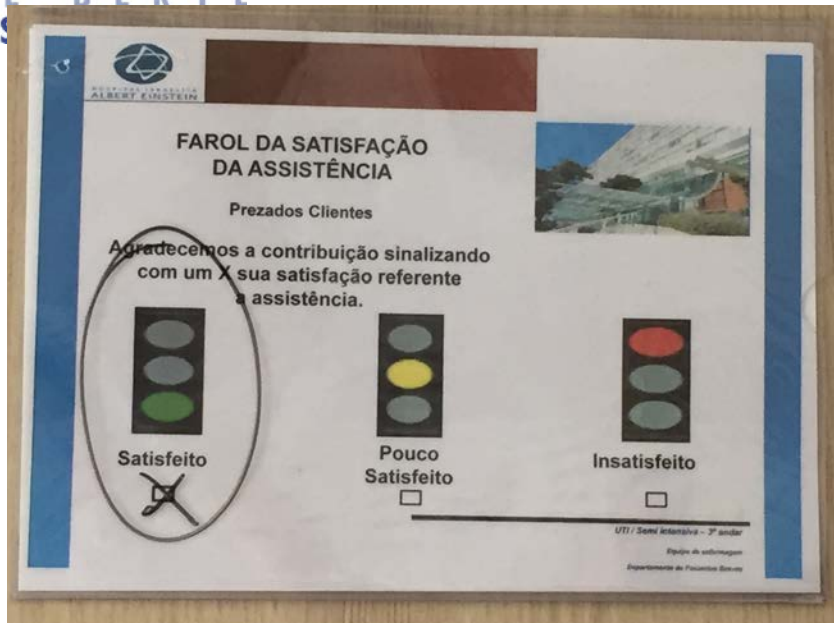
He treated me like a human, like a normal person, I wasn't just another patient he was seeing, I was Victoria, and I loved that about him...for me it was life changing.

PFA presence expanding





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Patient Experience is...

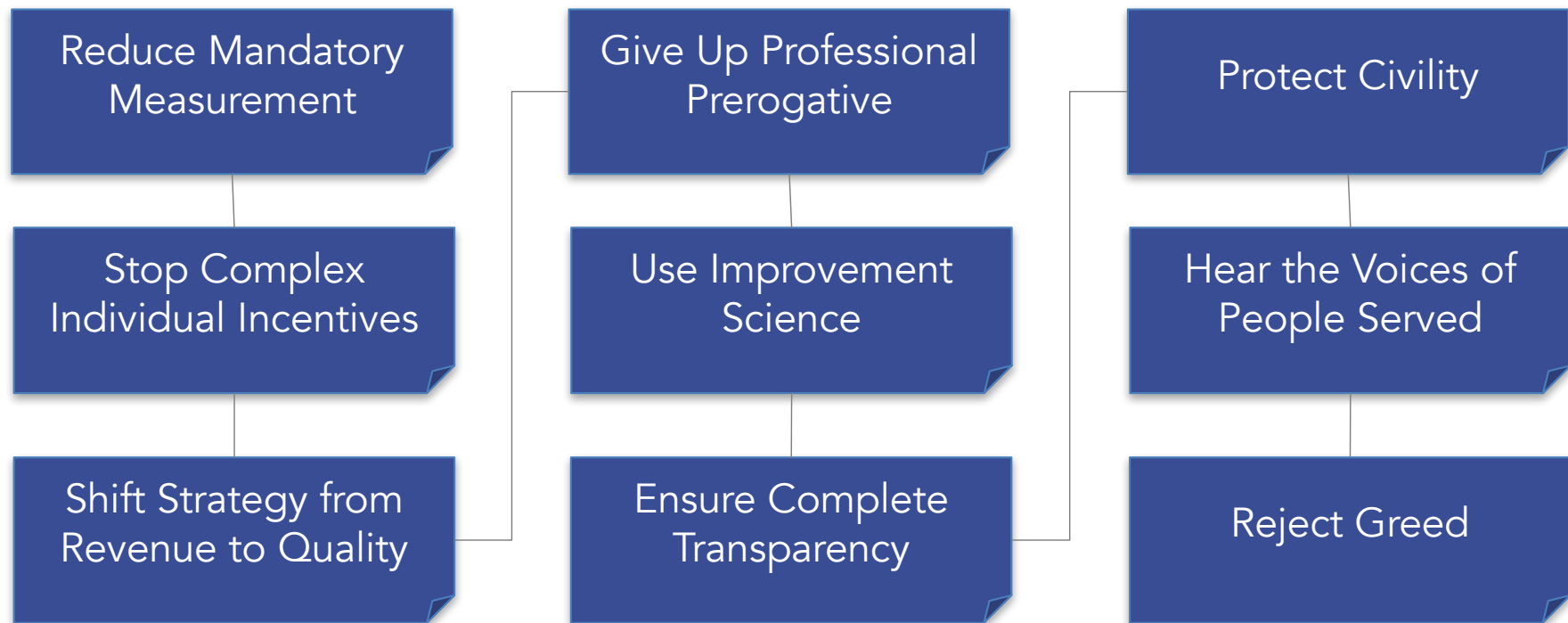
MOVING FORWARD

Never doubt that a small group
of thoughtful, committed citizens
can change the world.

Indeed, it is the only thing that ever has.

- Margaret Meade

Reflecting on Era 3



The Moral Era —→ The **EXPERIENCE** Era

The EXPERIENCE Era

Acknowledge Experience is a
GLOBAL Movement

Recognize Experience
Encompasses ALL We Do

Remember in Experience
ALL Voices Matter

Focus on Value from the
Perspective of the Consumer

Ensure Transparency for
Accessibility & Understanding

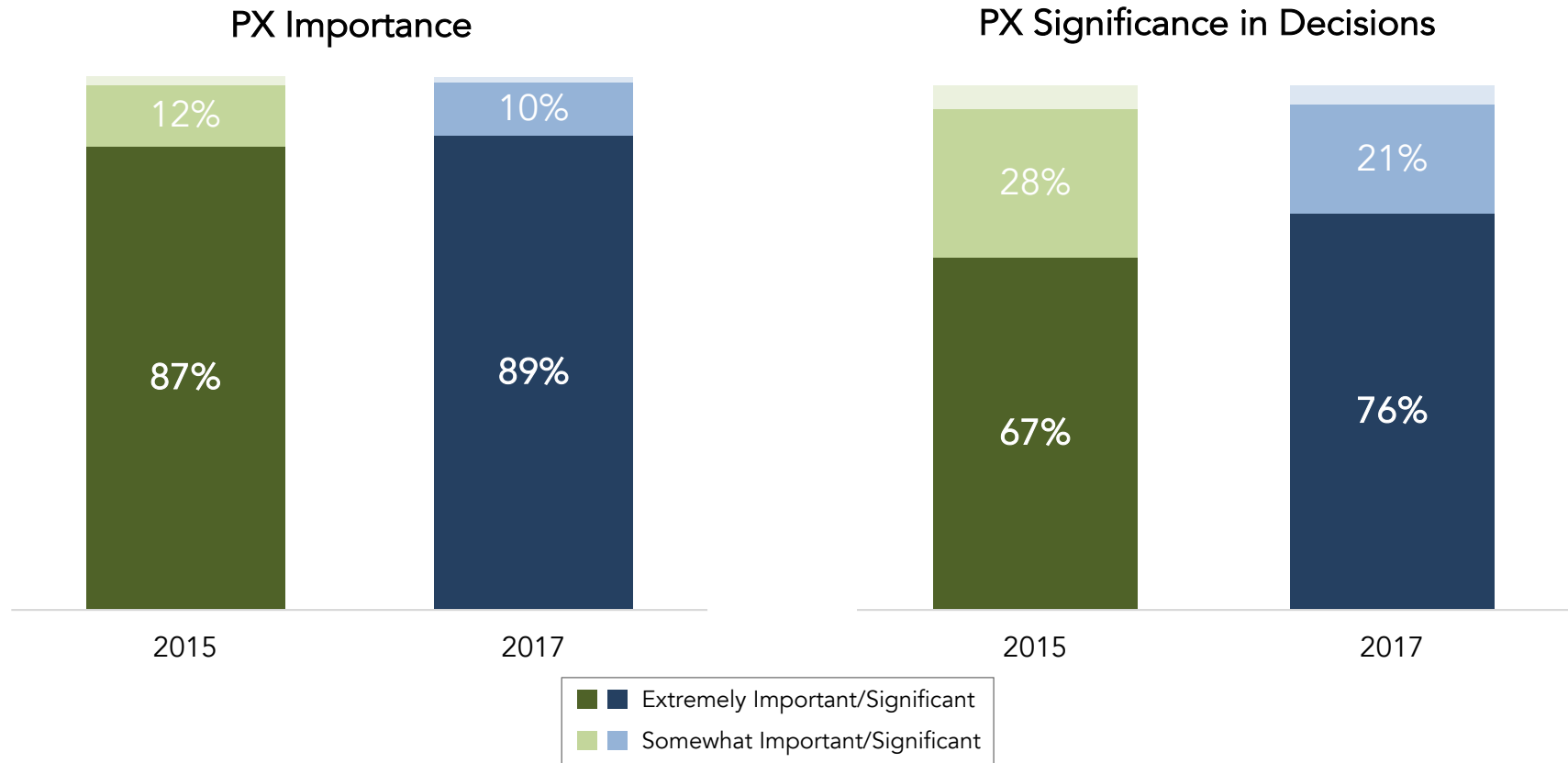
Measure & Incent What Matters

Share Wildly & Steal Willingly

Reignite our Commitment
to Purpose

Wolf, Jason A. PhD (2016) "The experience era is upon us," *Patient Experience Journal*: Vol. 3: Iss. 2.
Available at: <http://pxjournal.org/journal/vol3/iss2/1>

The consumer maintains experience matters



Q: Thinking of yourself as a consumer of healthcare, how important is the Patient Experience to you? Q: As a consumer of healthcare, how significant is the Patient Experience to your decisions or choices about your healthcare or your family's healthcare (i.e., selecting hospitals, doctors, nursing homes, etc.)? (n=1094)

Patient Experience is...

PARTNERSHIPS & CONNECTIONS

EMPATHY & COMPASSION

INDIVIDUAL & INSPIRING



Patient Experience is...
the
HUMAN EXPERIENCE

Never underestimate the power of dreams
and the influence of the human spirit.
We are all the same in this notion:
The potential for greatness lives within each of us.

- Wilma Rudolph

and I would add...among **ALL** of us!

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IN CLUDED
FORMED
SPIRED



Unless someone like you cares a whole awful lot,
Nothing is going to get better. It's not.
-DR. Seuss, The Lorax

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