

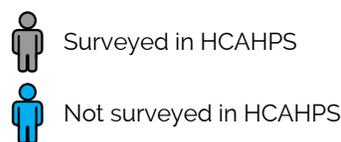


Creating a Positive
Patient Experience
Through Employee
Recognition

What goes into the patient experience?

The patient experience has many touchpoints that are not all measured by the HCAHPS survey that most hospitals use as their benchmarking tool. At every one of these checkpoints, a facility has the ability to provide an exceptional experience, to be satisfactory, or to disappoint.

McKinsey researched the elements that influence patient satisfaction and found that many factors matter to patients.

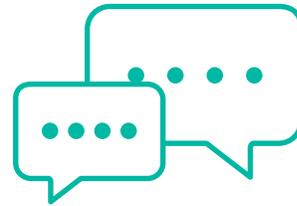


Note: Population includes all respondents with an inpatient visit in the past three years. Consumer Health insights Survey, 2013.

Why is the patient experience important?



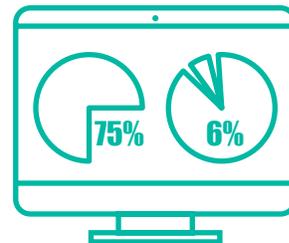
The Center for Medicaid Services (CMS) pays hospitals based on the results of the HCAHPS survey, which measures patients' perceived quality of care in 11 areas.



Not only that... According to the White House Office of Consumer Affairs, based on research done by TARP, dissatisfied customers will tell 9-15 people about their negative experience. About 13% of your dissatisfied patients will tell more than 20 people. Happy patients will only tell 4-6 people on average.



Yelp and other consumer-oriented sites are also becoming a more popular place for hospital reviews.



In 2012, U-Penn researchers noted that almost 75% of Americans looked for health information online. Only 6% had heard of the website where the results of the HCAHPS are publicly available.

Whose job is it to provide a great patient experience?

A 2013 study found that the average time a doctor spends with each patient is 8 minutes!

That means a patient's hospital visit is heavily influenced by-



Are all of these workers equally dedicated to the patient experience?
They should be!

Why engaged employees deliver better care

Engaged employees are personally and emotionally invested in doing their jobs well. They will go beyond simply showing up on time and performing satisfactorily. Engaged healthcare workers will show behaviors like the following:



Making personal connections with patients and showing compassion for their families, even if they're cleaning a room or delivering a tray of food.



Checking back on their patients often and keeping anxiety low with frequent updates.



Offering suggestions for improvement based on their daily interactions with patients.

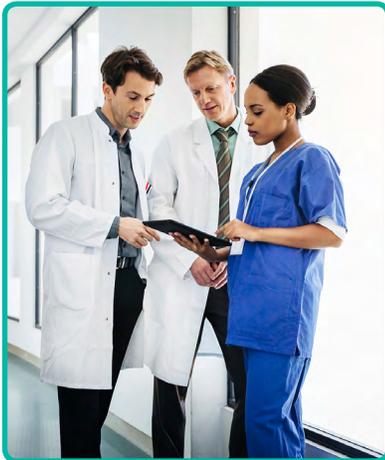


Being meticulous in following proper procedures.



Helping out other employees when needed.

How Can You Increase Engagement Among Healthcare Employees?



1. Outline expectations clearly. Have a set of core values that guide the behavior of all hospital workers, whether their jobs are clinical or not.

2. Ensure that senior management is the driver of this initiative. Leaders should be visible, communicate often, and live the organization's values every day to set a good example.



3. Ask managers to review the core values with their employees and clearly discuss the types of behaviors that exemplify them.

4. Ask for feedback from employees on areas where policies, procedures, or equipment need to be changed in order to deliver the best service.

(And act on it!)



5. Implement a program to recognize and reward the actions that support your core values and the goals you have for patient experience.

6. Evaluate your performance constantly through patient feedback mechanisms.

Using a Recognition System to Improve the Patient Experience

An online recognition platform can support you in multiple phases of your journey towards better employee engagement:

COMMUNICATION: Your recognition platform is the perfect place to publicize your company's core values, house videos from your CEO or other company representatives to reinforce those concepts, and to post training materials that will help your employees provide excellent patient care.

SOCIAL RECOGNITION:

Employees and managers can nominate each other for behaviors and achievements that exemplify your organization's core values. Other employees will be able to see what types of actions receive recognition, which will reinforce your message.



EMPLOYEE FEEDBACK: In addition to collecting patient feedback, it's important to give employees a voice to ensure they have the tools they need to provide the best care. Your platform should have a survey feature or suggestion box that collects employee insights, which can ultimately be used to improve the patient experience.



PATIENT FEEDBACK:

Your platform should allow patients to recognize caregivers that provided them with exceptional service during their visit. Seeing how their actions positively affected a patient's life is the most powerful reinforcement your employees can receive.



REPORTING: You should be able to get a wealth of information from your recognition platform, including which core values are being recognized vs. which may be neglected, which managers are most/least active in recognizing their employees, and what types of patient feedback you are receiving.

How WorkStride Can Help

The WorkStride platform is designed to integrate recognition, communications, and social techniques to support employee engagement efforts, reinforce core values, and build a positive culture.



Communications:

WorkStride's home page offers a "billboard" where administrators can post hospital news, including links to newsletters or other informational literature.



Social Engagement:

Our Recognition Stream highlights the great work being done by individuals each day and gives people the opportunity to congratulate their peers and comment on others' accomplishments.



Collect Patient Feedback:

WorkStride provides a separate "entrance" to your website that allows customers to visit without logging in to fill out surveys or simply leave feedback. Positive feedback can be shared to the Recognition Stream and also turned into monetary rewards by administrators.



Recognition Aligned with Values:

WorkStride's recognition widget offers an easy step-by-step way for workers to recognize each other, whether non-monetary or with a reward attached. We recommend that each award be aligned with a hospital core value or initiative.



Rewards:

WorkStride's rewards mall provides access to thousands of brands. Recipients can shop online, in-store, or via their mobile devices.



Survey:

Collect valuable feedback from frontline employees on how your facility can better serve patients.



Provide Valuable Behavioral Data:

WorkStride's reporting suite is a wealth of information about who your high performers are, which core values are most/least embodied by employees on a daily basis, which managers are taking the time to recognize their direct reports, etc.

Our Healthcare Experience

We are proud to serve a variety of healthcare and insurance providers.



Sources:

<http://www.beckershospitalreview.com/hospital-management-administration/engaged-empowered-and-enthused-the-link-between-employee-engagement-and-the-patient-experience.html>
<http://healthcare.mckinsey.com/measuring-patient-experience-lessons-other-industries>
<http://well.blogs.nytimes.com/2013/05/30/for-new-doctors-8-minutes-per-patient/>

For more information on how WorkStride can help your organization, visit us at www.workstride.com, or email sales@workstride.com.

You can also read our blog at www.workstride.com/blog

Be social with us



ARTISAN
MARKETING GROUP
www.artisanmkt.com
david@artisanmkt.com
WorkStride