



SOCIETY FOR
Healthcare Strategy & Market Development™
of the American Hospital Association



leading | **connecting** | **serving**

WHO

4,000 professionals working in healthcare:

- Marketing
- Communications and public relations
- Strategic planning
- Physician relations
- Business development
- And other related fields

WHAT

A variety of benefits, including:

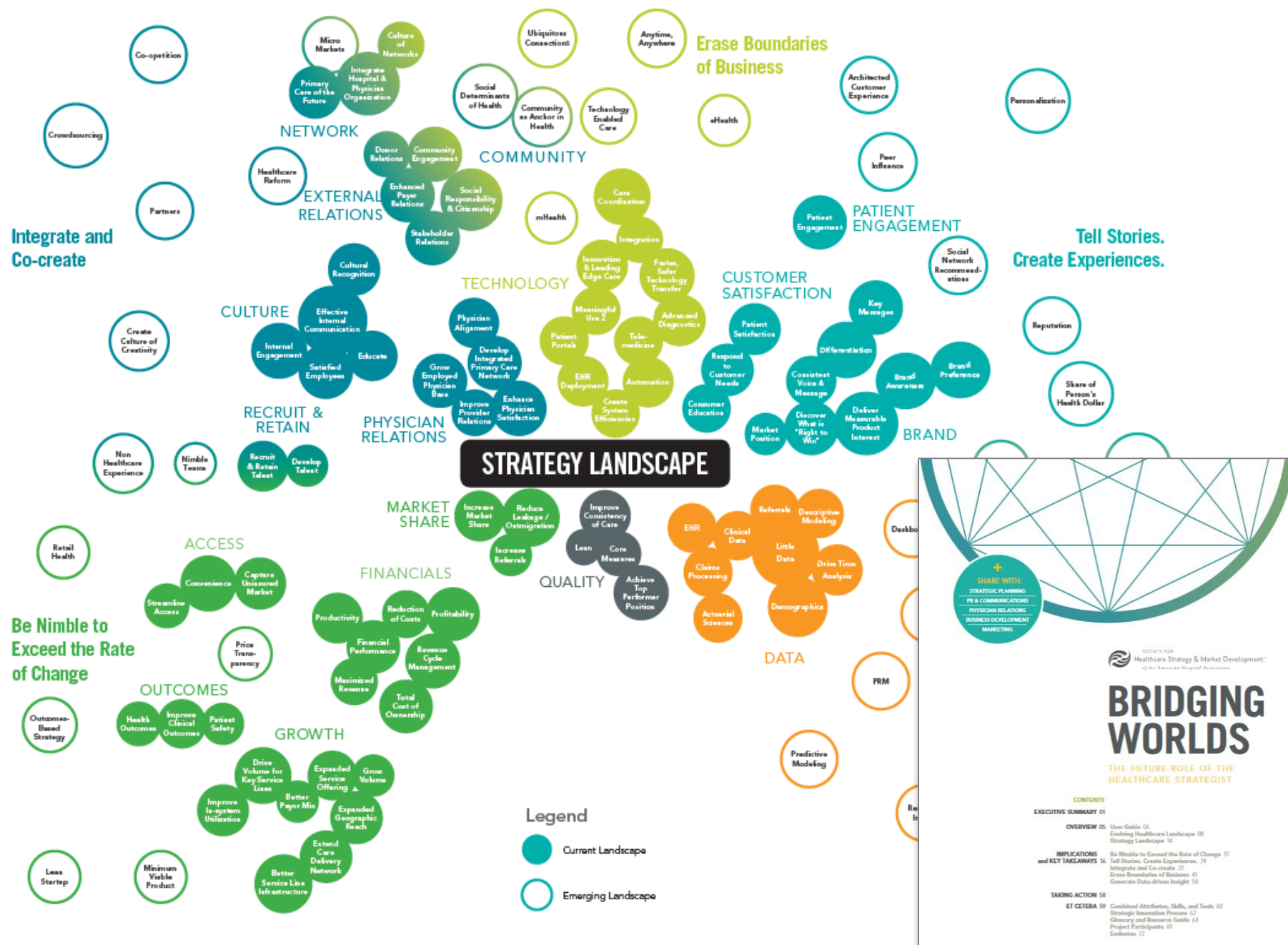
- Education (FREE WEBCASTS!)
- Industry news and information
- Information sharing and networking
- Career and staff development
- Reports and toolkits
- Publications

WHEN

Join SHSMD today!

HOW

Visit our website:
www.shsmd.org/join

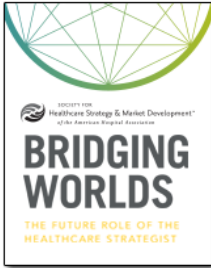


FREE Access to SHSMD ADVANCE™ for MSHPM members!

Visit shsmd.org/advance and use discount code MSHPM17



Tapping into SHSMD Content



Bridging Worlds: The Future Role of the Healthcare Strategist

- Report, posters, PPT template, and webcast recording available free to Chapter members
- Free competency assessment tool coming later this year
- www.shsmd.org/bridgingworlds



Futurescan 2016-2021: Healthcare Trends and Implications

- “Got Change? An Inside Look at Future Transformations in Healthcare” (presented by Dr. Ian Morrison) webcast recording available free to Chapter members
- www.shsmd.org/futurescan



2016 Calendar of Health Observances & Recognition Days

- Calendar PDF available free to Chapter members
- New free calendar mobile app available for iPhone and Android, search “SHSMD Health Days”
- www.shsmd.org/calendar

SHSMD Career Center

- www.shsmd.org/careers



Leveraging Educational Resources



Speaker Directory

- Listing of top-rated SHSMD speakers for chapter educational events (updated version coming soon)



SHSMD Presentations

- SHSMD leaders may be available to present at Chapter events, highlighting SHSMD research studies and resources, e.g., Bridging Worlds, Futurescan, new marketing metrics white paper



SHSMD U Discounts

- 10% off any SHSMD U Online Course and/or Certificate Series for groups of 5 or more Chapter members

SHSMD Connections Annual Conference – Sept 24-27, Orlando

- Chapter members who are not SHSMD members can register for SHSMD Connections at the SHSMD member rate (discount code: **REGION16**)



Creating a Superior Patient Experience

MSHPM 2017 Spring Conference

Rose Glenn

Chief Communications & Experience Officer

True North Framework

The trusted partner in health, leading the nation in superior care and value



From Customer Satisfaction To Customer Engagement

Framework for a High Performing
SERVICE CULTURE



all for you

Culture

Become the “trusted partner in health”
by creating a culture of caring,
communication & empathy

Culture of Caring



Acknowledge the Backstory



See me as a person

-Get to know one personal thing about the patient

- Build relationship by listening and getting to know the patient
- Respect patient/customer diversity and individuality
- Share backstory with the entire care team
- Acquire Cultural awareness
- Discover the patient's fears and worries

Introduce to the Environment



Build trust, safety, security, & confidence

- Establish a consistent orientation process
- Ask the patient what they are worried about

- Set the stage and tone for the encounter
- Manage expectations around suffering/pain from initial assessment to discharge

Discuss Duration



Partner with patient and communicate during rounds

-Communicate updates and keep patient/family informed of delays

- Regularly provide verbal/written updates (*i.e. goal for the day, care team, medication*)
 - Use available tools to communicate with customers (*i.e. whiteboard, after visit summary, telehealth, etc.*)
 - Use and promote MyChart, where applicable, as a communication tool for our patients and family



Explain Alternatives to Suffering

Help with healing and recovery

-Create a menu of alternatives to offer patients who may be suffering

- Brainstorm various options to help alleviate suffering such as personal hygiene, distractions (e.g. TV, music), personal/comfort items, massage, close doors, turn off lights, eye masks, calming scents, RICE (Rest, Ice, Compression, Elevate), etc.
- Find appropriate moments for personal healing touch (e.g. holding hand)

Thank the Patient/Customer



Facilitate the patient's transition to the next phase of their care

-Send patients and families off with the sense that all their needs were taken care of

- Ensure that all of the patient and family questions/concerns were addressed
- Make sure the patient/family has the right connections to transition care
- Ask “What else can I do for you today?”



Mindfulness of Self and Team

Take joy and pride in providing care for patients

-Show empathy and ask yourself
“What if this was me or my family?”

- Before each patient encounter, be prepared to be present with them by using STOP to re-center yourself:
 - **S**top
 - **T**ake a breath
 - **O**bserve your thoughts/feeling/emotions
 - **P**roceed
- Team/Staff has a backstory too; get to know each other and work as a team

I was informed that nursing staff was "short" on the weekend so I waited > 1 hour for my nurse to answer a call for pain. Pain medication side effects not well explained.

I had a revolving door of doctors. Each one complained about the treatment I received from the one before, including my primary care physician.

Quite a few times when I pressed the call button, I didn't get any response & had to flag down somebody in the hall to get help.

I was discharged before the results came back for the culture tests. STILL NOT SURE WHAT IS WRONG WITH ME.

Anxiety when I didn't know what was happening next

My nurse was over worked. She had 6 total pt. to her self. I was the only one could walk, the other 5 where total care. That's why she could not help me as much.

Very few knocks on the door - people did not wash hands or introduce self, or explain what they were doing.

SUFFERING IN OUR PATIENTS' WORDS



I was told I could go home by 4 doctors, but I had to wait until 4:00 because I needed a brace before I left. No one cared that I was needed to eat. When I got there on a Tues. at about 5:00 I was NOT offered any food for over 24 hrs. and then I had to WAIT to leave the hospital...

Reducing Suffering to Improving Patient Experience

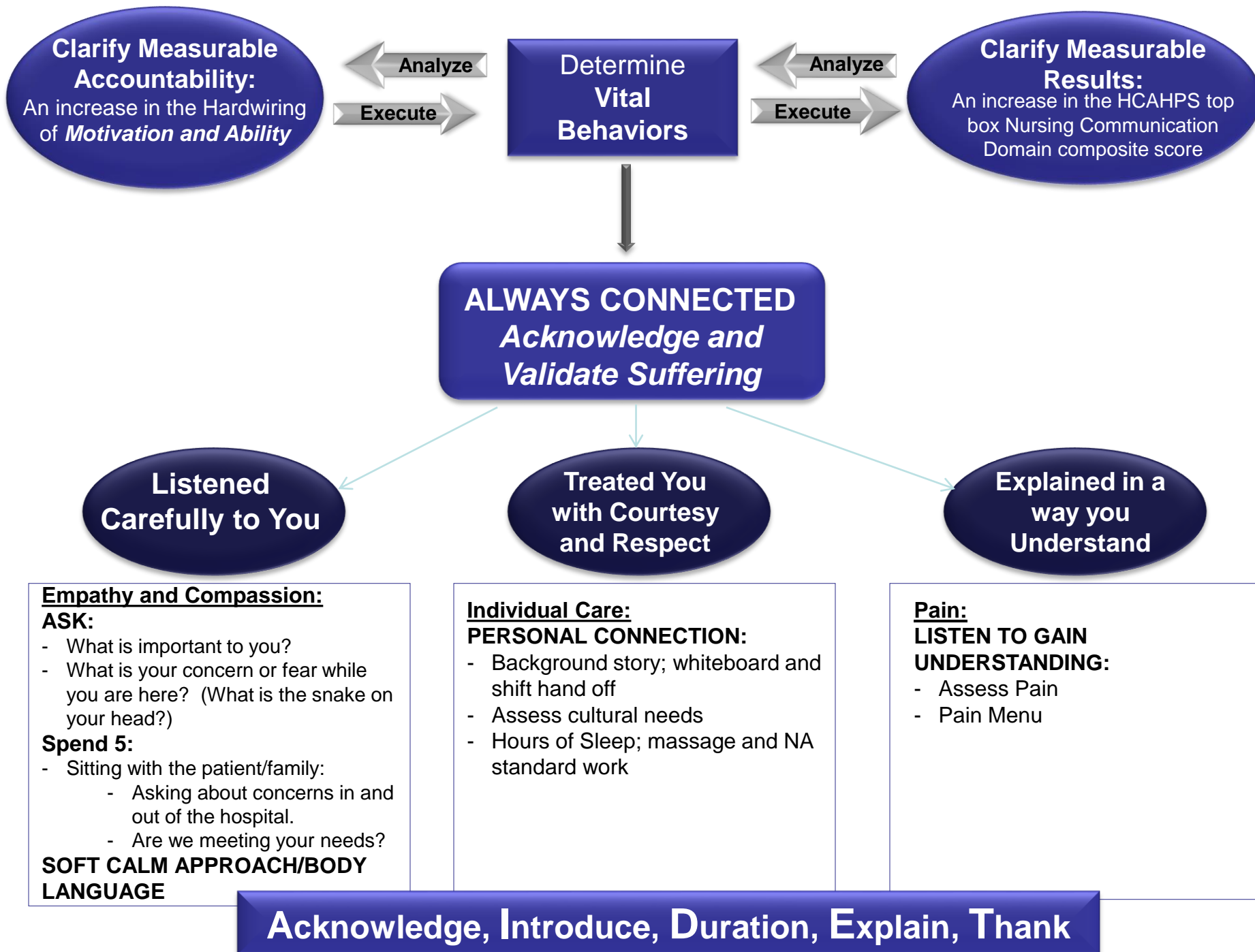


OUR GOAL: **Prevent** this suffering for patients.

- Provide evidence-based care.
- Prevent complications and errors.
- Ensure coordinated communication, demonstrate cooperation among staff.
- Reduce wait, show respect and value for the individual.

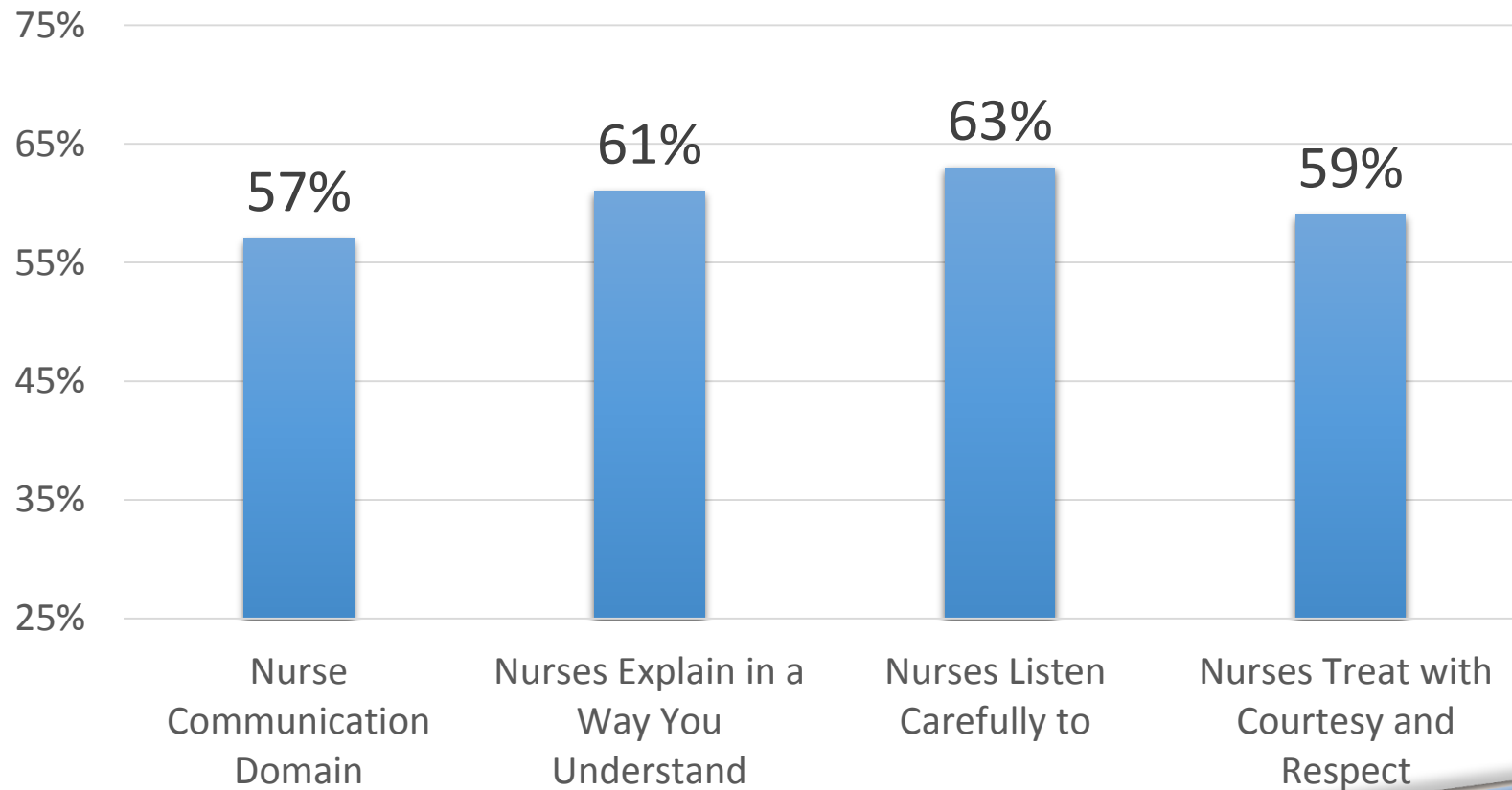
OUR GOAL: **Mitigate** this suffering by responding to Inherent Patient Needs.

- Address symptoms, improve functioning, seek to cure, reduce pain and discomfort.
- Reduce anxiety and fear, educate and inform.
- Minimize the extent to which medical care disrupts normal life to the greatest extent possible.
- Provide distractions from the medical setting that provide respite to the anxious patient.



Nursing Communication Improvement

Percentage of Units with Improvement Since Culture of Caring Roll-out
2014 to Q1 2017



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Physician Communication & Peer Support

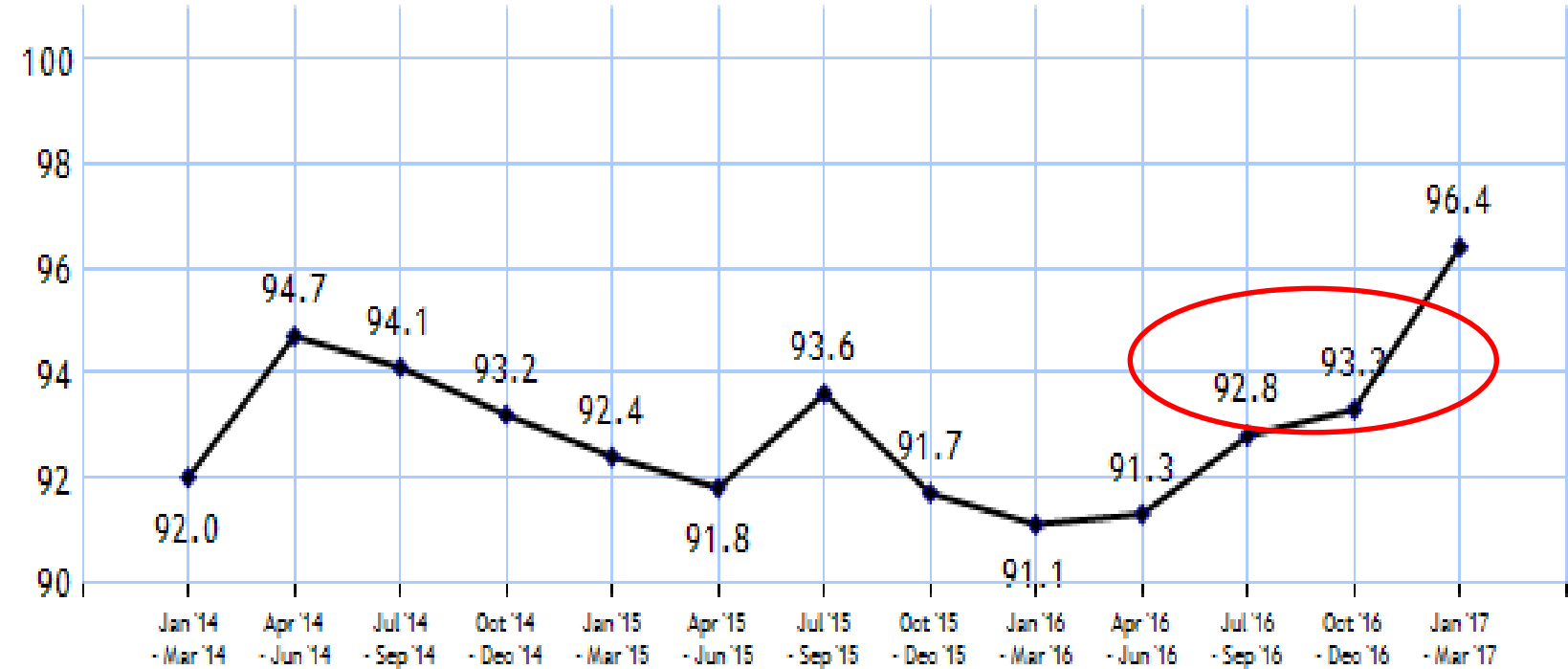
- Skill Development
- Coaching, Shadowing and Peer Support
- Feedback – Creation and maintenance of tools and dashboards designed to provide real-time quantitative feedback by site, specialty, and physician
- Quick Reference and Self-Directed Resources

Top Box Trends

Medical Practice - Cardiovascular Disease

All My Sites

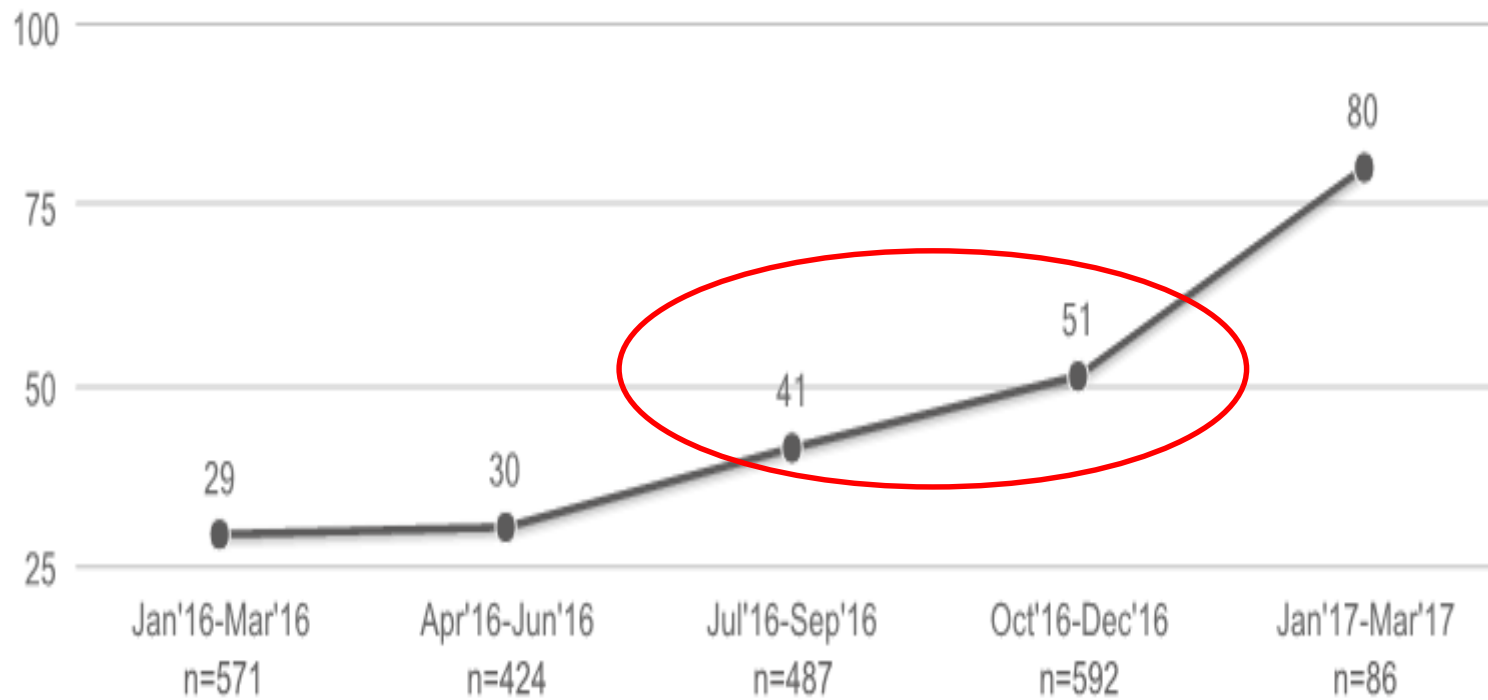
Section - CAHPS - Physician Comm Quality



Cardiovascular Disease



Medical Practice - Cardiovascular Disease
All My Sites
Adjusted Top Box Percentile Rank by Received Date
Peer Group: National Sites; by All Respondents
Domain - CAHPS - Physician Comm Quality (CMS View Applied)



Date of Export: 1/24/2017 04:47 pm (GMT-0500 (Eastern Standard Time))



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Rely on Us

Zerø Harm • 100% Reliable



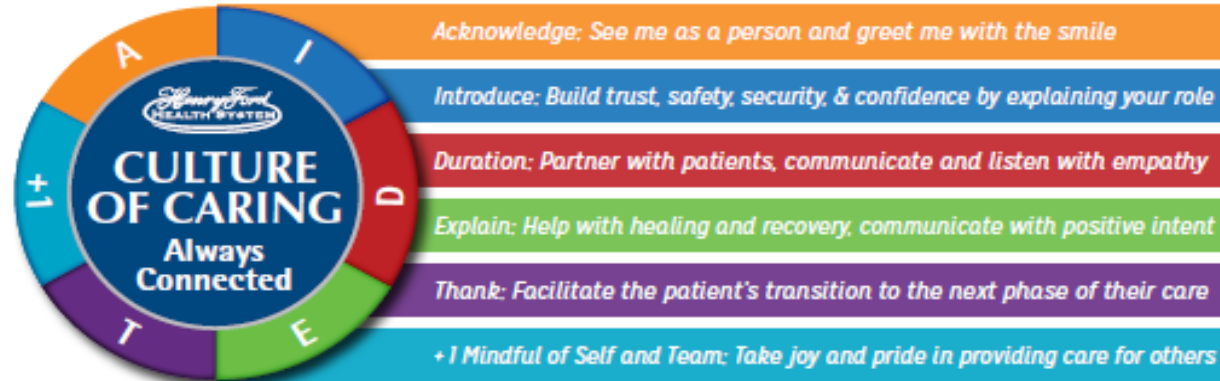
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True North Framework

The trusted partner in health, leading the nation in superior care and value



| | We Commit to our Safety Behaviors | By using our Safety Tools |
|---|-----------------------------------|---|
| 1 | Pay Attention To Detail | <input type="checkbox"/> STAR (Stop, Think, Act, Review) |
| 2 | Communicate Clearly | <input type="checkbox"/> 3-Way Repeat Back <input type="checkbox"/> Phonetic and Numeric Clarification <input type="checkbox"/> Clarifying Questions <input type="checkbox"/> SBAR-r |
| 3 | Have a Questioning Attitude | <input type="checkbox"/> Question and Confirm (Allegiance) |
| 4 | Hand off Effectively | <input type="checkbox"/> 5P for Hand-offs (use framework) (Identify tools we use at HFHS -Example: IPASS, ISWITCH,...) |
| 5 | Speak-Up for Safety | <input type="checkbox"/> Check and Coach each other (Wingman) <input type="checkbox"/> 200% Accountability (Allegiance) <input type="checkbox"/> ARCC (STOP the line-chain of command) (Allegiance) |



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Recognition

- Power of One
- Outstanding Team
- Daisy Awards
- Stars of Excellence
- Shadow of Influence
- Many more!



Operational Improvements

Adopt high reliability best practices to hard-wire processes identified as having direct impact on patient experience

Patient Rounding

Using Cipher software, we round with purpose, tracking patient needs, concerns

Nursing units that identified and addressed 2 or more issues have seen significant improvement



HFH: HCAHPS Scores for Orchid Units

1.05% Decrease

in HCAHPS composite score from the surveys returned from patients in units that use Orchid¹ from Pre Orchid to Post Orchid

| Henry Ford Hospital | | | |
|--------------------------|------------------|-------------------|----------------|
| Domain | 1/1/15 – 1/31/16 | 2/1/16 – 12/31/16 | Percent Change |
| Total | 67.54 | 66.83 | -1.05% |
| Care Transitions | 51.90 | 52.47 | 1.09% |
| Medicines | 59.09 | 59.31 | 0.37% |
| Physician Communication* | 77.17 | 75.25 | -2.50% |
| Nurse Communication* | 75.80 | 75.54 | -0.34% |
| Discharge Information | 84.91 | 85.36 | 0.53% |
| Environment | 60.93 | 60.24 | -1.13% |
| Pain Management | 65.13 | 60.91 | -6.49% |
| Rate Hospital 0-10* | 68.59 | 68.84 | 0.36% |
| Recommend the Hospital* | 69.81 | 68.64 | -1.68% |
| Response of Hosp Staff | 62.31 | 61.62 | -1.10% |

¹Orchid units: 'B1' 'B3/F3S' 'B4' 'B5/F5' 'B6' 'C6W' 'F1' 'F2' 'F4' 'F6' 'H2/I2' 'H3' 'H4/I4' 'H5' 'H6' 'I3' 'I5' 'I6' 'P2' 'P4' 'P6'



Pre Orchid: 1/1/2015-1/31/2016
Post Orchid: 2/1/2016-12/31/2016

*Based on 4,050 surveys

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HFH: Importance of Identifying Opportunities

4.9% Increase

in HCAHPS composite score from the surveys returned from patients in units that identified 2 or more opportunities per patient in Orchid since go-live

| Henry Ford Hospital | | | |
|--------------------------|-------------------------------------|--------------|----------------|
| Domain | 2+ Opportunities Found ¹ | | |
| | Pre Orchid | Post Orchid | Percent Change |
| Total | 67.23 | 70.53 | 4.90% |
| Care Transitions | 53.02 | 51.27 | -3.29% |
| Medicines | 55.86 | 63.42 | 13.53% |
| Physician Communication* | 78.53 | 80.75 | 2.83% |
| Nurse Communication* | 73.28 | 77.63 | 5.94% |
| Discharge Information | 87.54 | 92.04 | 5.15% |
| Environment | 62.19 | 63.82 | 2.61% |
| Pain Management | 63.07 | 63.27 | 0.32% |
| Rate Hospital 0-10* | 67.31 | 71.67 | 6.47% |
| Recommend the Hospital* | 71.02 | 74.98 | 5.57% |
| Response of Hosp Staff | 59.97 | 65.20 | 8.73% |

¹Units with 2+ Opportunities Found: 'B4' 'F1' 'H6' 'I3' 'P3LDR' 'P3NICU' 'P5CVS' 'P5ICU'

*Based on 4,050 surveys



Pre Orchid: 1/1/2015-1/31/2016
Post Orchid: 2/1/2016-12/31/2016

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Care Transitions

Support better transition to home
following discharge from ED and
inpatient care

Discharge Calls

Piloted at West Bloomfield
Emergency Department
Expanded pilot to three inpatient
units



HFWBH Executive Summary for ED and IP

Voice Metric Highlights



28,234
Patients called



73% (20,488)
Patients reached



6 Hours
Median to Follow-up on Patient Issues



2,391
Issues resolved

Key Patient Insights

Top Patient Issues

1. **ED:** Discharge Instructions
2. **IP:** Follow-up

Key HCAHPS Insights

4.24% increase for All Domains in Units with Voice
16.33% increase for All Domains in Units with Orchid and Voice

Sonifi Health

- Interactive patient engagement applications through the TV or tablet that encourage active patient participation in disease education, post-discharge care and healthy lifestyle choices to improve patient outcomes





A JOURNEY OF A THOUSAND MILES
MUST BEGIN WITH A SINGLE STEP.

- Lao Tzu



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