Disclosure Statement

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Double Down on Care: Service and Quality

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Today’s Agenda

• Doubling Down
• Covering Your Bets
• “Hear” One Day…
• Lead vs. Lag
• Hospitality First
• Question & Answer
Doubling Down

A dual approach to the patient experience
• Basic Rules:
  – An Ace can count as either 1 or 11
  – The cards from 2 through 9 are valued at their face value
  – The 10, Jack, Queen and King are all valued at 10

• Double Down
  – Doubling down allows you to double your bet and receive one, and only one, additional card to the hand.

• Splitting Pairs
  – When you are dealt a matching pair of cards, you have the ability to split the hand into two separate hands and play them independently.

• Splitting Aces
  – Splitting a pair of Aces, but played like a Double Down
QUALITY

SERVICE
Covering Your Bets

*Avoid gambling on outcomes*
Outcomes

• The Patient Experience is positively correlated with:
  – Patient safety
  – Clinical effectiveness
  – Self-rated outcomes
  – Objectively measures outcomes
  – Adherence to medication and treatment
  – Preventative care utilization
  – Health care resource use (PCP visits, hospital)
  – Technical quality of care delivery
  – Reduction in adverse events ²
Outcomes - Clinical

• “Higher patient satisfaction is associated with improved guideline adherence and lower inpatient mortality rates.”

• “Hospitals that performed well on HCAHPS survey provided a higher quality of care across all measures of clinical quality.”

• “High patient satisfaction scores were more closely linked to a hospital’s low readmission rates than clinical performance measures.”
Outcomes - Financial

- “Physicians in the bottom tertile had a malpractice lawsuit rates that were 110% higher than the top.”

- “Statistically significant correlations between satisfaction and return to provider measures.”

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“Hear” One Day…
Retention of information by patients
“40 to 80% of medical information provided by healthcare practitioners is forgotten immediately.”

“Almost half of the information that is remembered is incorrect.”

“Patients tend to focus on diagnosis-related information and fail to register instructions on treatment.”
Forgetting Curve

The Forgetting Curve

Memory

Time remembered (days)

Hermann Ebbinghaus
Flow of Information into Memory

What matters most?

Sensory ➔ Working Memory

Selective Attention
Working Memory - Encoding

• Chunking
  – Grouping into segments

• Automatization
  – Repeated without having to recall

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Double Down on the Patient Experience
Flow of Information into Memory

Sensory

What matters most?

Selective Attention

Working Memory

Structured

Active Use

Long Term Memory

- Cues
- Elaboration
- Form Images
- Thinking
- Discarded
Best Way To Be Remembered

- Contact patient within 24 hours and review for 5 to 10 minutes
- Talk about instructions first, not diagnosis
- Use specific terms
- Categorize details when possible (chunking)
- Call the patient again every day for 6 more days*
Lead vs. Lag

Understanding effective behaviors and goals
Key Concepts:
• Focus on the wildly important
• Acting on lead measures
• Keeping a compelling scorecard
• Creating a cadence of accountability
• **Lead Measures**
  – Tells you if you achieved the goal

• **Lag Measures**
  – Tells you if you are *likely* to achieve the goal

<table>
<thead>
<tr>
<th>Goal</th>
<th>Lead Measure</th>
<th>Lag Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 lbs. weight loss</td>
<td>Calorie Intake</td>
<td>Weight</td>
</tr>
<tr>
<td>Pass Advanced Chemistry</td>
<td>Number of Hours Studied</td>
<td>Test Score</td>
</tr>
<tr>
<td>Patient Health</td>
<td>Number of Correct Doses Taken</td>
<td>Lab Test</td>
</tr>
</tbody>
</table>
Focus on Lead Measures

• Lag measures can tell you what happened
• Lead measures tell you what is likely to happen
• Guide your patient conversations and teaching to Lead-related indicators
Hospitality First

*Easy behaviors to guarantee success*
Hospitality First

• Make eye contact with and greet everyone with a smile.

• Immediately pause what you are doing to address approaching customers.

• Act like what you are doing is less important than the customer’s needs, even if it isn’t.

• Be helpful, even if it’s outside your department.

• Conduct yourself as though the customer is your boss.

• Say “Yes” often.
Hospitality First

• Use concrete terms and times to manage expectations.

• Communicate often, even if it’s to say “there’s no new information.”

• If you try to “win” a customer discussion, you’ve already lost.

• Don’t let your feelings about the customer override the customer’s actual feelings.

• One minute for you feels like five to the customer.

• Meet all customer requests, plus one.
Thank You

Any questions?


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