



Patient Experience

Bite Size Opportunities for
Improvement & Compassionate
Communication

2024 APP Symposium
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OBJECTIVES

Recognize the relationship between experience vs. satisfaction

Understand the importance of improvement

Understand the improvement process

Identify communication behaviors

Identify bite size opportunities



| ASPECT | PATIENT EXPERIENCE | PATIENT SATISFACTION |
|------------|--|--|
| DEFINITION | All interactions, perceptions, and feelings throughout the healthcare journey. | Extent to which patient needs and expectations are fulfilled. |
| FOCUS | This is the actual interaction. Patient preferences, needs, and values. (quantitative) | How our interactions compare to the patient's expectations. (qualitative) |
| EXAMPLES | Communication, care coordination, and better health outcomes | Quality of care received, wait times, staff communication, and patient loyalty |

Customer Service



Why Improve Patient Experience?

CLINICAL CASE

- At both the practice and individual provider levels, patient experience **positively correlates** to processes of care for both **prevention and disease management**.
- Patients' experiences with care, particularly communication with providers, **correlate with adherence to medical advice and treatment plans**.
- Patients with better care experiences often have **better health outcomes**.

BUSINESS CASE

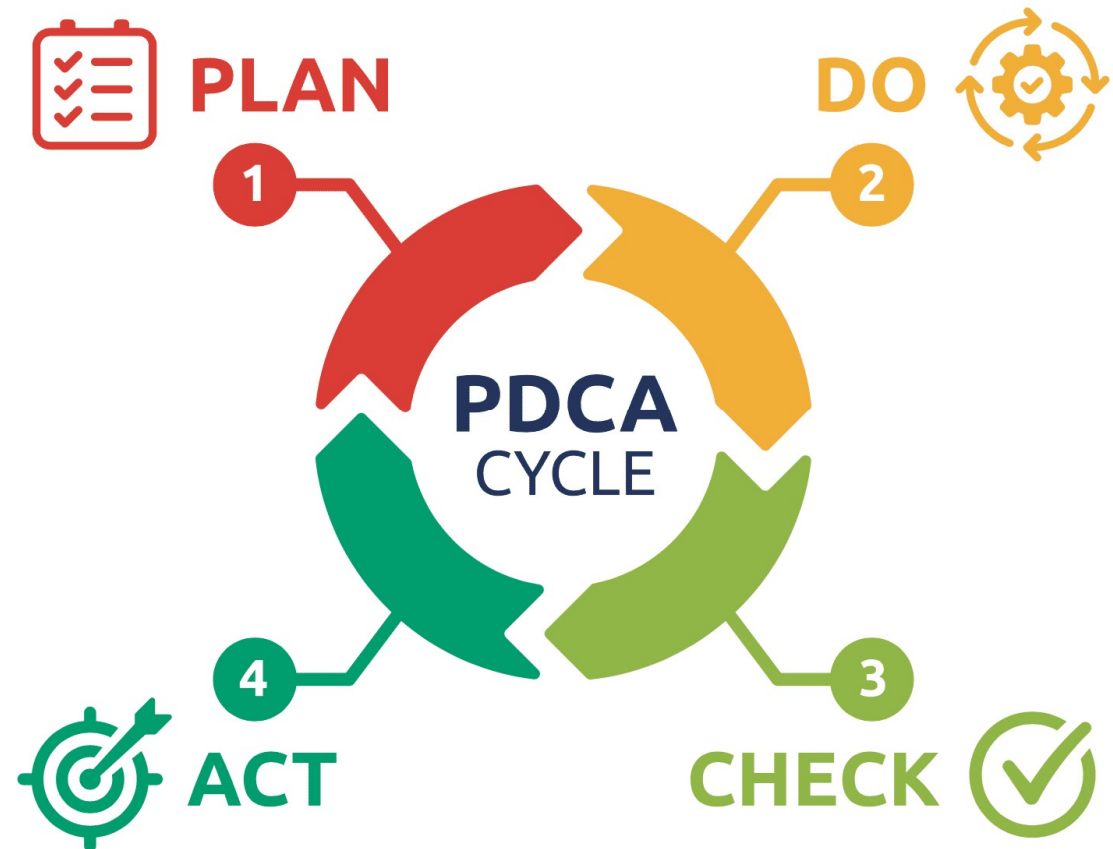
- Good patient experience is associated with **lower medical malpractice risk**.
- Efforts to improve patient experience also results in **greater employee satisfaction**, reducing turnover of staff. Improving the experience of patients and families requires improving work processes and systems that enable clinicians and staff to **provide more effective care**.
- Patients keep or change providers based upon experience. Relationship quality is a major predictor of **patient loyalty**.

Scientific Method

If I _____, then I expect to see _____.

If I do not re-ask the reason for the visit and instead re-confirm the chief complaint, then I expect to see improvements in how well patients feel heard by their care team.

If I complete morning rounding inside the patient room so the patient can hear, then I expect patients to feel more included in their diagnosis and treatment.



Improvement Process

PLAN

Review your data to identify opportunities for improvement. Pick 1 domain you want to focus on for the next 6 months and 1 survey question from that domain.

DO

Identify a process metric that aligns with the survey question chosen in step 1.

“If I _____, then I expect to see _____.”

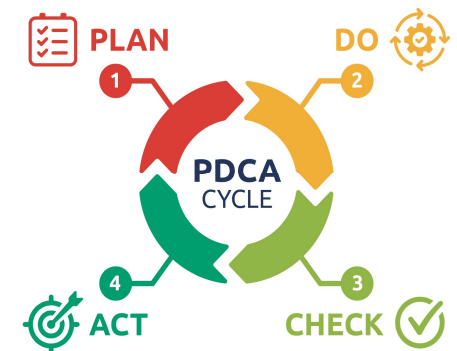
CHECK

Engage your team in daily conversations around this improvement and regularly review the data + process metric compliance.

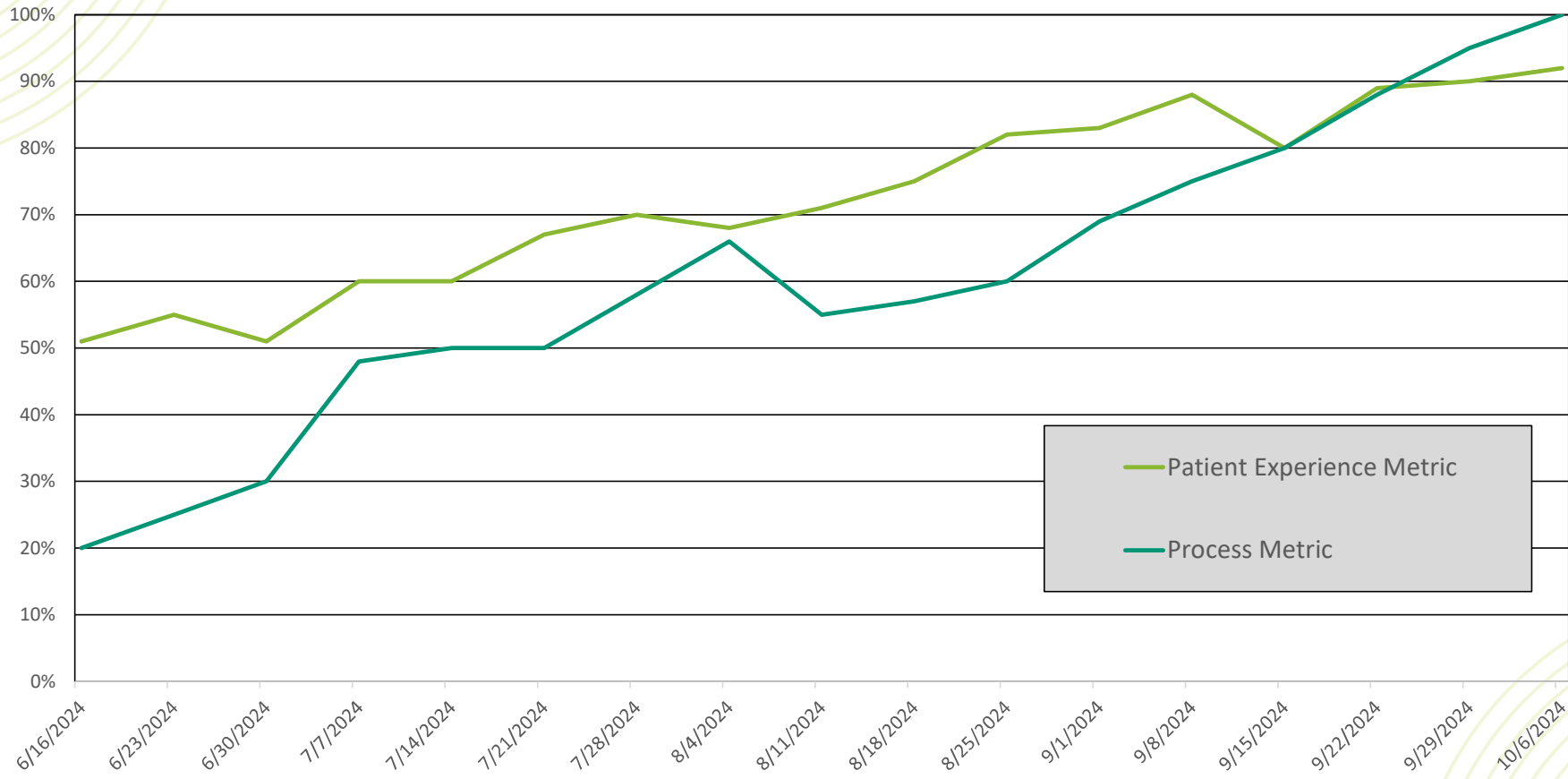
ACT

Act on the results.

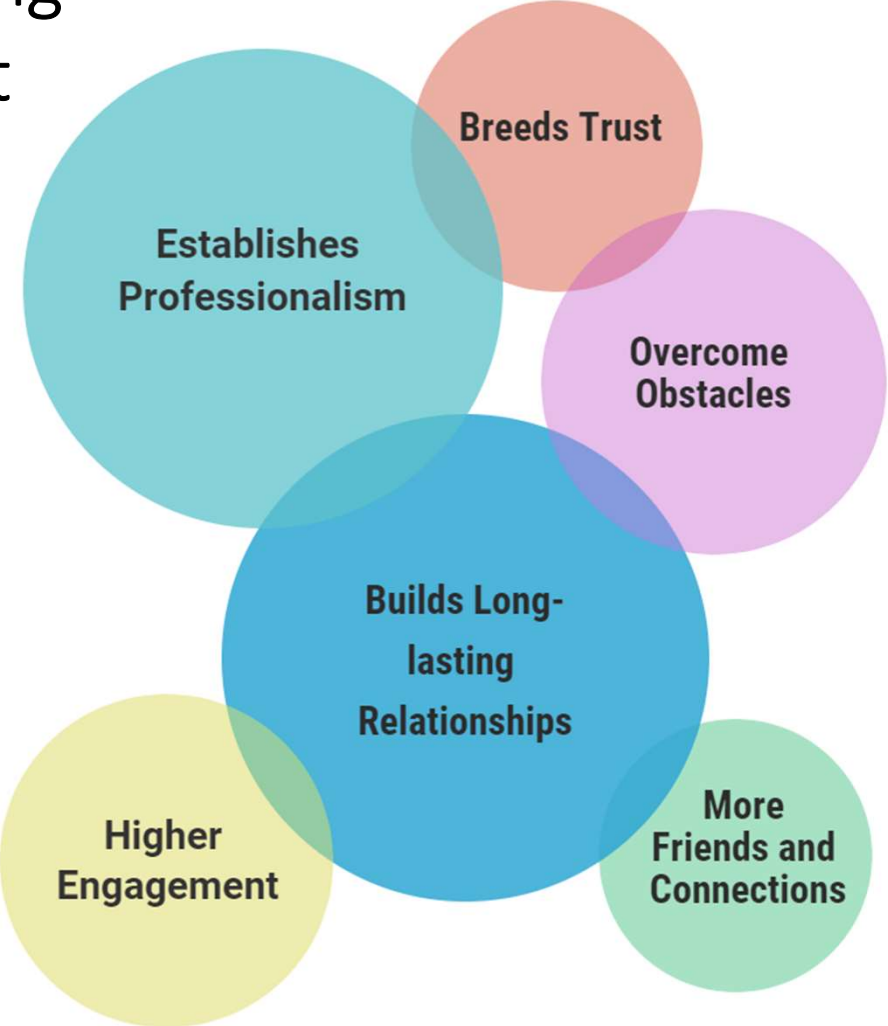
Adopt... Adapt... Abandon...



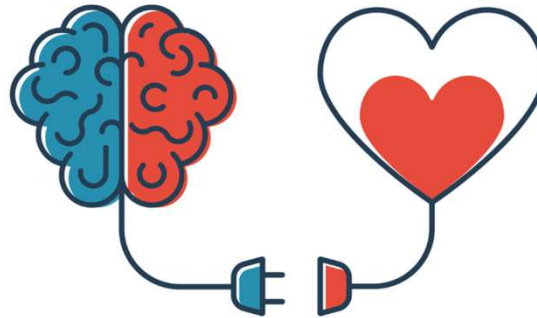
Patient Experience Improvement



Benefits of Strong Provider-Patient Communication



Communication Behaviors



Instrumental Behavior

- mind needs -

This is a **task-focused** behavior, relating to the **cognitive domain** and is **cure-oriented**.

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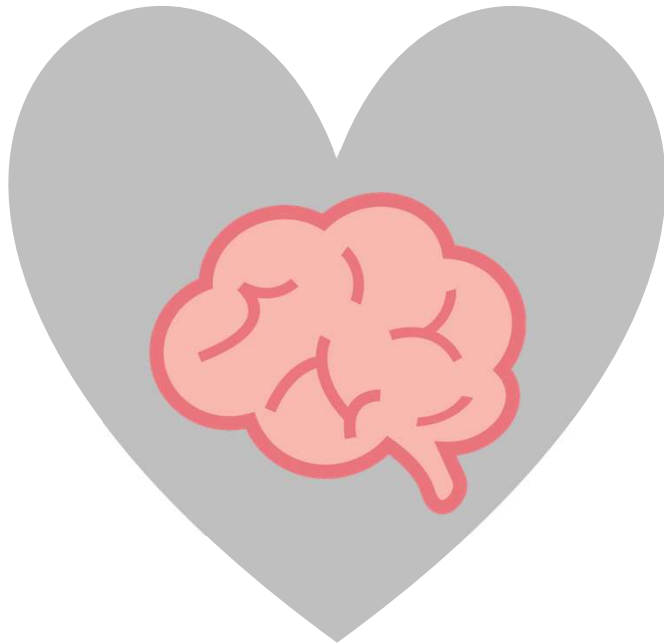
Affective Behavior

- heart needs -

This is a **socio-emotional** behavior, relating to the **emotional domain** and is **care-oriented**.

= Compassionate Communication

Instrumental Behaviors (mind needs)

**Target:**

Purposeful communication and question asking to achieve specific goals or objectives.

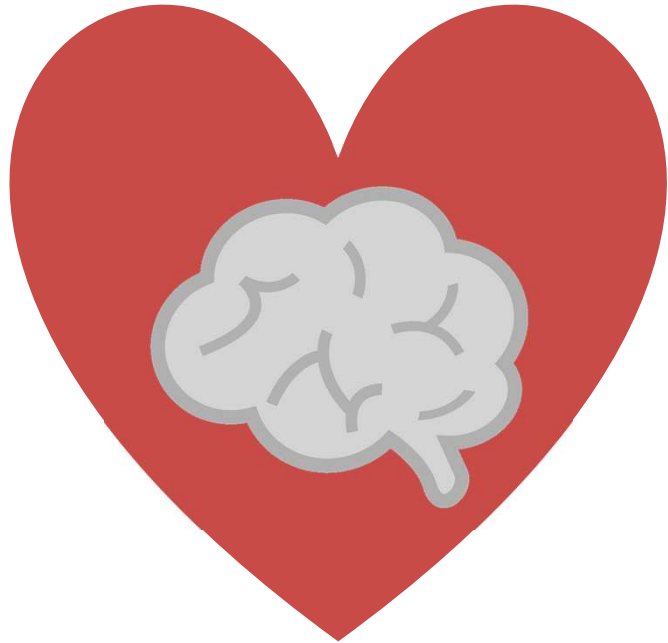
Effects:

Trust building, expertise/understanding, consensus building, confidence

Examples:

Medical goals
Diagnosis
Counseling / Education
Information gathering

Affective Behaviors (heart needs)

**Target:**

To positively connect with a patient through values and beliefs.

Effects:

Relationship building, trust, inclusion, legitimizing feelings, expression sharing

Examples:

Empathy / Compassion
Active listening
Personalization
Self-esteem
Respect / Collaboration

3 Types of Empathy

Cognitive Empathy

The capacity to understand another person's feelings and what they must be thinking.

Meeting people where they are and seeing things from their perspective.



Compassionate Empathy

The ability to not only understand another's feelings but also to feel compelled to help them.

Involves taking action to support based on emotions.



Emotional Empathy

The ability to share/feel another person's feelings as if they were our own.

Helping others when they are in pain or distress.

You validate their experience.



Empathy & Compassion in Communication

DO:

Acknowledge

Repeat what the other person said they are feeling

Repeat what the other person said made them feel this way

Ask for patient ideas

Offer realistic choices

Collaborate in decision-making

Offer mutual respect

REFRAIN FROM SAYING:

“I know exactly how you feel”

“I understand exactly what you are going through”

DO NOT:

Dismiss a patient's feelings

Disregard a patient's pain/suffering

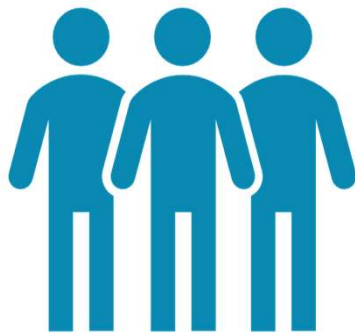
Be critical or judgmental of your patients

Speak to the patient, instead speak with the patient

Care Team Language

Advanced Practice Providers are crucial to timely and effective care in today's healthcare environment where demand exceeds our access.

Today, the general patient does not understand this relationship. We must educate our patients to set expectations while also reminding them through utilization of care team language at each encounter.



Introduction

"Good morning, my name is Kelsey and I am a Nurse Practitioner that works closely with Dr. Smith's care team."

Closing Statement

"Today we discussed many treatment options related to your symptoms. I will collaborate with your physician to ensure he/she is up to date on what we discussed. We both will remain connected with your progress as your care team."



Bite Size Opportunities for Improvement

SHARE THE FLOOR

allow the patient time to speak and be heard, two-way communication

EYE CONTACT

sit at patient level and remain engaged in eye contact while patient is speaking

EMOTION / GESTURE

share in emotion with the patient/family, be aware of non-verbal communication

AVOID TEXTBOOK LANGUAGE

remember, not everyone went to school for healthcare

KEY PHRASING

utilize key words from survey questions when speaking with the patient

KNOW YOUR STUFF

walk into the room prepared for the patient so you can actively contribute/engage

BE PRESENT

give your full attention to the customer, remove external distractions

CONNECTION

make a personal connection with the patient

CARE TEAM LANGUAGE

utilize care team verbiage when introducing yourself / your team to the patient

SET A GOAL

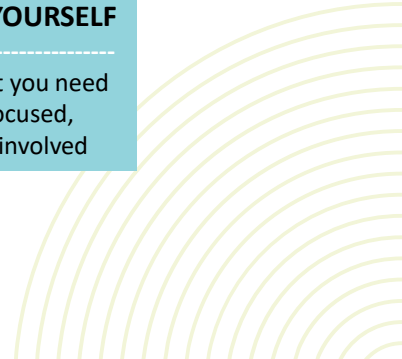
understand the patient's goals as they may differ from your own

SET EXPECTATIONS

once you understand the patient's goals, set relationship expectations

TAKE CARE OF YOURSELF

you first - do what you need to do to stay focused, motivated, and involved



Recommended Readings

- Kim EJ, Koo YR, Nam IC. **Patients and Healthcare Providers' Perspectives on Patient Experience Factors and a Model of Patient-Centered Care Communication: A Systematic Review.** Healthcare (Basel). 2024 May 26;12(11):1090. doi: 10.3390/healthcare12111090. PMID: 38891165; PMCID: PMC11172126.
- Sulmasy DP. **Physicians, Spirituality, and Compassionate Patient Care.** The New England Journal of Medicine. Published online March 16, 2024. doi:https://doi.org/10.1056/nejmp2310498
- Street RL Jr, Gordon H, Haidet P. **Physicians' communication and perceptions of patients: is it how they look, how they talk, or is it just the doctor?** Soc Sci Med. 2007 Aug;65(3):586-98. doi: 10.1016/j.socscimed.2007.03.036. Epub 2007 Apr 25. PMID: 17462801; PMCID: PMC2811428.
- Mendlovic S, Roe D, Markusfeld G, Mainz J, Kristensen S, Goldzweig G. **Exploring the relation between clinician ratings and patient-reported experience and outcomes.** Int J Qual Health Care. 2022 Mar 31;34(Supplement_1):ii98-ii104. doi: 10.1093/intqhc/mzac004. PMID: 35357441.



Thank you

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