

CUSTOMER SERVICE

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JAN ALLISON, RN, CHSP
SR. DIRECTOR OF REGULATORY, AMSURG

OBJECTIVES

1. LIST WHO THE CUSTOMERS ARE IN THE ASC
2. DESCRIBE THE IMPACT CUSTOMER SATISFACTION HAS ON THE BUSINESS
3. NAME WAYS TO MEASURE CUSTOMER SATISFACTION

ASC CUSTOMERS



PATIENT

FAMILIES/FRIENDS



PHYSICIANS

OTHERLIP'S/ALLIED HEALTH



EMPLOYEES

CONTRACTED SERVICES

PATIENT SATISFACTION: WHY IS IT A HIGH PRIORITY?

- IMPACT ON A COMPANY'S REPUTATION
 - 92% OF UNHAPPY CUSTOMERS NEVER COMPLAIN BUT 90% WILL NEVER RETURN AND THEY SHARE THEIR BAD EXPERIENCES
 - RESEARCH SHOWS THAT FOR EVERY CUSTOMER WHO COMPLAINS, THERE ARE 26 OTHERS WHO ARE JUST AS UNSATISFIED BUT DON'T COMPLAIN - BUT THEY TELL UP TO 10 OF THEIR FAMILY AND FRIENDS

PATIENT SATISFACTION: WHY IS IT A HIGH PRIORITY?

- REFLECTS THEIR PERCEPTIONS OF QUALITY CARE, EMPLOYEE SATISFACTION AND RETENTION
 - A PATIENT'S PERCEPTION IS THEIR REALITY
 - DISSATISFIED PATIENTS OFTEN HAVE THEIR MINIMUM EXPECTATIONS UNMET
 - TO BE LISTENED TO
 - TO BE CARED ABOUT
 - TO RECEIVE CLEAR AND UNDERSTANDABLE INFORMATION

PATIENT SATISFACTION: WHY IS IT A HIGH PRIORITY?

- HEALTH OF THE COMPANY'S BOTTOM LINE
 - LOSS OF EXISTING AND POTENTIAL BUSINESS WITH PATIENTS WHO HAD OR HEARD ABOUT A NEGATIVE EXPERIENCE
 - PATIENT DISSATISFACTION = PATIENT MOTIVATION TO FILE LAWSUITS
 - POOR COMMUNICATION
 - LACK OF INFORMATION
 - LACK OF DEVELOPED RELATIONSHIP
 - ANGER
 - PATIENTS ARE PARTICIPATING NATIONALLY IN FEDERALLY SPONSORED SURVEYS CURRENTLY BEING PILOTED – RESULTS MAY BE TIED TO REIMBURSEMENT RATES

HOSPITAL PATIENTS: VALUE BASED PURCHASING AND PATIENT EXPERIENCE

- PAY-FOR-PERFORMANCE INITIATIVE OF CMS
 - ESTABLISHED BY AFFORDABLE CARE ACT
 - REWARDS HOSPITALS FOR HIGH QUALITY CARE = 70% AND POSITIVE PATIENT EXPERIENCE = 30%
 - FUNDED BY REDUCING PAYMENTS FOR ALL HOSPITALS
 - DOLLARS REDISTRIBUTED TO BEST PERFORMERS
 - THOSE WITH LOW PERFORMANCE RECEIVE NO INCENTIVES
 - HCAHPS (THE HOSPITAL CONSUMER ASSESSMENT OF HEALTHCARE PROVIDERS AND SYSTEMS) IS A PATIENT SATISFACTION SURVEY REQUIRED BY CMS (THE CENTERS FOR MEDICARE AND MEDICAID SERVICES) FOR ALL HOSPITALS IN THE UNITED STATES. THE SURVEY IS FOR ADULT INPATIENTS, EXCLUDING PSYCHIATRIC PATIENTS.

ASC PATIENTS: OAS CAHPS

THE CONSUMER ASSESSMENT OF HEALTHCARE PROVIDERS AND SYSTEMS OUTPATIENT AND AMBULATORY SURGERY SURVEY (OAS CAHPS), IS A PATIENT EXPERIENCE OF CARE SURVEY FOR MEDICARE- CERTIFIED HOPD AND ASCS OUTPATIENT DEPARTMENTS (HOPDS) AND AMBULATORY SURGERY CENTERS (ASCS).

THE ASC QC HAS BEEN INVOLVED IN THE CMS AND THEIR SURVEY CONTRACTOR, RTI INTERNATIONAL PROJECT TO DEVELOP AN OUTPATIENT SURGERY PATIENT EXPERIENCE OF CARE AND PATIENT REPORTED OUTCOMES SURVEY INSTRUMENT. THE SURVEY INSTRUMENT IS NOW AVAILABLE FOR VOLUNTARY USE AND A LIST OF APPROVED OAS CAHPS VENDORS CAN BE FOUND AT THE OAS CAHPS WEBSITE [HTTPS://OASCAHPS.ORG/](https://OASCAHPS.ORG/)

TOLL-FREE NUMBER: 1-866-590-7468 FOR QUESTIONS

HOW THE CONSUMER HAS CHANGED

- BETTER INFORMED
- WANT TO UNDERSTAND THEIR MEDICAL CARE
- BE PART OF THE DECISION MAKING
- MUCH MORE QUESTIONING OF THE PROCESSES
- INCREASED SPOTLIGHT BY THE MEDIA ON HEALTHCARE ISSUES SO THE PATIENTS HAVE HIGHER EXPECTATIONS.

NUMBER ONE SOURCE OF PATIENT DISSATISFACTION

- STAFF/PHYSICIANS
 - ATTITUDES AND COMMUNICATION
 - VERBAL
 - WRITTEN
 - BEHAVIORAL
 - BODY LANGUAGE
 - MANNERISMS

SOURCES OF PATIENT DISSATISFACTION

- PROLONGED WAITING TIMES/CANCELLATIONS
- LACK OF UNDERSTANDING DIAGNOSIS AND TREATMENT PLAN
- FEELING RUSHED
- BILLING DISPUTES
- COMPLAINTS NOT ADDRESSED TIMELY



SERVICE EXCELLENCE

- GOOD IS NOT GOOD ENOUGH
 - STATISTICALLY, CONSUMERS RANKING A PRODUCT OR SERVICE AS VERY GOOD ARE ONLY 20% LOYAL. FOCUS ON EXCELLENT BECAUSE THOSE CONSUMERS TEND TO BE 80% LOYAL
- WE NEED TO UNDERSTAND OUR PATIENT'S UNSPOKEN NEEDS AND MEET THOSE TO MAKE A POSITIVE IMPACT. PAUSE TO CONSIDER WHAT YOU, YOUR PARENT, CHILD OR SPOUSE WOULD NEED AS THE PATIENT.
- PROVIDING *EXCELLENT* CUSTOMER SERVICE LEADS TO HAPPY AND LESS ANXIOUS PATIENTS
 - LESS ANXIOUS PATIENTS ARE MORE COOPERATIVE, LESS DEMANDING AND MORE LIKELY TO EXPERIENCE BETTER OUTCOMES

EVERY PATIENT INTERACTION HAS AN IMPACT – ESPECIALLY THE EARLY ONES

- PROVIDING EXCELLENT CUSTOMER SERVICE MUST START THE INSTANT WE MAKE CONTACT WITH THE PATIENT – EVER INTERACTION, EVERY PATIENT, EVERY TIME!!!
 - PHONE
 - EMAIL
 - FACE TO FACE

INTERACTIONS FOR A POSITIVE PATIENT EXPERIENCE

1. ACKNOWLEDGE THE PATIENT

- MAKE EYE CONTACT
- GREET THE PATIENT
- SMILE
- FEELING BRUSHED OFF OR IGNORED IS SOMETHING PATIENTS PERCEIVE AS RUDE, INATTENTIVE AND AN INDICATION OF POOR QUALITY OF CARE

INTERACTIONS FOR A POSITIVE PATIENT EXPERIENCE

2. INTRODUCE YOURSELF AND EXPLAIN WHY YOU ARE THERE

- INTRODUCTIONS HELP PUT THE PATIENT AT EASE, INSTILLS CONFIDENCE, IMPROVES PATIENT COMPLIANCE AND SATISFACTION

INTERACTIONS FOR A POSITIVE PATIENT EXPERIENCE

3. FIND OUT WHAT MATTERS MOST TO THE PATIENT AND ACTIVELY ADDRESS THAT CONCERN THROUGHOUT THEIR STAY

- COMMUNICATION CAN INCREASE PRODUCTIVITY AND EFFICIENCY BY ELIMINATING CALL LIGHTS, COMPLAINTS AND MISUNDERSTANDINGS.

INTERACTIONS FOR A POSITIVE PATIENT EXPERIENCE

4. ACTIVELY SHARE WHAT WILL HAPPEN AND WHEN, EXPLAIN WAIT TIMES/DELAYS

- DELAYS CAN PRODUCE A GREAT DEAL OF ANXIETY AND DOUBTS ABOUT QUALITY OF CARE
- DELAYS MAY NOT BE ABLE TO BE AVOIDED BUT A PATIENT'S REACTION CAN BE IMPROVED
- DELAYS ARE MORE TOLERABLE WHEN AN EXPLANATION IS PROVIDED

INTERACTIONS FOR A POSITIVE PATIENT EXPERIENCE

5. ASK IF THERE IS ANYTHING ELSE YOU CAN DO AND STATE THAT YOU HAVE TIME

- ENSURING YOU ARE MEETING THE PATIENT'S PERSONAL NEEDS FACILITATES THE PATIENT'S PERCEPTION OF EXCELLENT CUSTOMER SERVICE

INTERACTIONS FOR A POSITIVE PATIENT EXPERIENCE

6. GET REAL TIME FEEDBACK AND ASK WHAT COULD HAVE IMPROVED THEIR EXPERIENCE

- EVEN THE BEST ORGANIZATIONS RECEIVE COMPLAINTS
- LEARNING COMPLAINTS PRIOR TO DISCHARGE WILL PROVIDE THE OPPORTUNITY TO RESOLVE ISSUES PRIOR TO PATIENT DEPARTURE
 - IF WE DON'T KNOW A PATIENT IS DISSATISFIED, THEN AN OPPORTUNITY IS LOST TO FIX THEIR CONCERNS
- HOW YOU RESPOND CAN MAKE A DIFFERENCE
 - COMPLAINTS THAT ARE HANDLED WELL CAN ACTUALLY CREATE LOYAL CUSTOMERS

INTERACTIONS FOR A POSITIVE PATIENT EXPERIENCE

7. THANK THE PATIENT

- THIS HELPS THEM FEEL VALUED. THEY MATTER

PATIENT SATISFACTION SURVEY

IN OFFICE/MAIL

OFFICE

- GIVEN AT PATIENT CHECK IN (CONSISTENTLY)
- PROVIDE DROP OFF BOX

MAIL

- SENT IMMEDIATELY FOLLOWING VISIT
- ALLOWS FOR ANONYMOUS RESPONSE
- PROVIDE SELF ADDRESSED ENVELOPE

TELEPHONE

- CALL WITHIN A DEFINED PERIOD OF TIME
- ALLOWS FOR FURTHER PROBE IF ISSUES ARE IDENTIFIED

MIXED

- UTILIZING BOTH MAIL AND PHONE METHOD

PATIENT SATISFACTION SURVEY

PURPOSE

- IDENTIFY WAYS OF IMPROVING YOUR BUSINESS
- QUALITY ISSUES
- ACCESS ISSUES
- INTERPERSONAL ISSUES
- DEMONSTRATE THAT YOUR BUSINESS IS INTERESTED IN QUALITY AND IN IMPROVING
- IDENTIFY DISSATISFIED PATIENTS FOR FOLLOW-UP



PHYSICIAN SATISFACTION

REASONS PHYSICIANS USE AN ASC:

- ABLE TO SCHEDULE PROCEDURES MORE CONVENIENTLY
- ASSEMBLE TEAMS OF SPECIALLY TRAINED AND HIGHLY SKILLED STAFF
- ENSURE THAT THE EQUIPMENT AND SUPPLIES BEING USED ARE BEST SUITED TO THEIR TECHNIQUES
- FACILITY IS DESIGNED TO THE SPECIFIC NEEDS OF THEIR PATIENTS
- MORE CONTROL OVER DECISIONS
- PATIENTS ARE MORE SATISFIED

DESIGNING A PHYSICIAN SATISFACTION SURVEY

- FORMULATE SPECIFIC, ACTIONABLE QUESTIONS TO ELICIT TRUTHFUL, HELPFUL ANSWERS. YOU WON'T KNOW WHAT TO DO WITH A NEGATIVE ANSWER TO A QUESTION LIKE, "ARE YOU HAPPY WITH THE EFFICIENCY OF THE CENTER?" YOU WILL, HOWEVER, KNOW WHAT TO DO ABOUT NEGATIVE ANSWERS TO QUESTIONS LIKE, "HOW WOULD YOU RATE THE CENTER FOR ON-TIME STARTS? TURNOVER TIME? EASE OF SCHEDULING?"
- USE A VARIETY OF QUESTION FORMATS TO HOLD THE PARTICIPANT'S INTEREST. RESPONDENTS SHOULD BE ABLE TO ANSWER MOST QUESTIONS WITH A SIMPLE CHECK.
- BREAK UP THE SURVEY INTO SPECIFIC AREAS SUCH AS KNOWLEDGE AND SKILL OF PERSONNEL, EQUIPMENT, PHYSICAL PLANT AND SO FORTH.
- GIVE RESPONDENTS AT LEAST FIVE CHOICES FOR EACH QUESTION. (EXAMPLE: EXCELLENT, GOOD, FAIR, POOR, VERY POOR) HAVING LESS THAN FIVE CHOICES WILL SKEW THE FIGURES TOWARD THE POSITIVE RATINGS.
- ALLOW RESPONDENTS TO REMAIN ANONYMOUS, BUT REQUIRE THEM TO FILL IN THEIR SPECIALTY. THIS WILL ALLOW YOU TO COMPARE YOUR RATINGS FROM ONE SPECIALTY TO ANOTHER.

PHYSICIAN SATISFACTION SURVEY – WHAT TO ASK

- ARE YOUR SURGEONS HAPPY WITH YOUR FACILITY?
- WHAT DO THEY THINK ABOUT YOUR TURNOVER TIMES?
- EQUIPMENT? HOW WOULD THEY RATE THE AVAILABILITY OF CUTTING EDGE TECHNOLOGICAL EQUIPMENT IN YOUR FACILITY. HOW WOULD THEY RATE THE RESPONSIVENESS OF THE FACILITY TO THEIR REQUESTS. IS THE EQUIPMENT ON HAND IN GOOD WORKING ORDER AND DO THEY HAVE THE OTHER SUPPLIES THEY NEED.
- ANESTHESIA SERVICES?
- STAFF ATTITUDE AND TEAMWORK? DO THE NURSES HAVE THE EXPERIENCE TO KNOW THE PROCEDURE? DO THEY ANTICIPATE WHAT THE SURGEON WILL ASK FOR AND HAVE IT AVAILABLE QUICKLY? DO THE SUPPORT STAFF FOLLOW INSTRUCTIONS PROMPTLY AND ACCURATELY?
- ARE ADMINISTRATORS, NURSING STAFF AND ANCILLARY STAFF RESPONSIVE TO CONCERNS/ORDERS?
- SCHEDULING?
- TRANSCRIPTION SERVICES?
- WHAT ARE PATIENTS TELLING THEM ABOUT THEIR SURGICAL EXPERIENCE?

TIPS FROM ASCS WITH HIGH PHYSICIAN SATISFACTION RATES

- ALLOW PHYSICIANS TO HAVE GREATER CONTROL OVER ALL DECISIONS — FROM PURCHASING TO STAFFING, TECHNOLOGY AND PATIENT CARE
- ALLOW BUSIER SURGEONS TO BOUNCE ROOMS AND ENSURE THAT CASES START ON TIME. MAKE IT EASY FOR THE SURGEON'S OFFICE TO SCHEDULE CASES. STAFF OPERATING ROOMS WITH WELL-TRAINED PERSONNEL."
- STAFF ENGAGE PHYSICIANS IN CONVERSATION AND MAKE THEM FEEL COMFORTABLE. THE STAFF ASKS THE PHYSICIANS ABOUT EACH PATIENT AND POSTOPERATIVELY, NURSES WILL ASK THE PHYSICIANS IF ANYTHING COULD HAVE BEEN DONE BETTER.

TIPS FROM ASCS WITH HIGH PHYSICIAN SATISFACTION RATES

- IF A DOCTOR ASKS FOR A TIME THAT ISN'T AVAILABLE, THE SCHEDULER FIRST OFFERS ALTERNATIVES BUT IF THAT'S NOT DOABLE, THE ADMINISTRATOR IS CONSULTED TO REVIEW THE SCHEDULE TO POSSIBLY MOVE ANOTHER CASE. PARTNERS TYPICALLY AMENABLE TO ACCOMMODATING NON-PARTNER CASES.
- ADMINISTRATORS NOT ALLOWING TOO MUCH TIME GO BY WITHOUT TALKING TO THE PHYSICIANS. SPEND A LOT OF TIME GETTING TO KNOW THEM BOTH AS PROFESSIONALS AND AS PEOPLE.

EMPLOYEE SATISFACTION

- EMPLOYEE SATISFACTION IS THE TERMINOLOGY USED TO DESCRIBE WHETHER EMPLOYEES ARE HAPPY AND CONTENTED AND FULFILLING THEIR DESIRES AND NEEDS AT WORK. MANY MEASURES PURPORT THAT EMPLOYEE SATISFACTION IS A FACTOR IN EMPLOYEE MOTIVATION, EMPLOYEE GOAL ACHIEVEMENT, AND POSITIVE EMPLOYEE MORALE IN THE WORKPLACE.

EMPLOYEE SATISFACTION

- HAPPY EMPLOYEES ARE EXTREMELY IMPORTANT BECAUSE THEY REPRESENT THE BUSINESS TO THE PUBLIC.
- NURSE SATISFACTION IS EXTREMELY IMPORTANT AS IT MAY REFLECT IN THE CARE THEY PROVIDE TO THE PATIENTS. AT LEAST 30 YEARS WORTH OF RESEARCH HAS CONSISTENTLY DEMONSTRATED A LINK BETWEEN NURSE JOB SATISFACTION AND PATIENT OUTCOMES (CEO OF ANA)

EMPLOYEE SATISFACTION SURVEY SHOULD ASSIST THE ORGANIZATION TO:

- UNDERSTAND THE COMPANY CULTURE.
- ADDRESS EMPLOYEE BENEFITS.
- IMPROVE TEAMWORK.
- IMPROVE SATISFACTION AND PRODUCTIVITY.
- ASSESS EMPLOYEES' LONG TERM COMMITMENTS.
- IDENTIFY SUCCESSION PLANNING NEEDS.
- IMPROVE THE WORK LIVES OF ALL EMPLOYEES. RETAIN HAPPIER, MORE SATISFIED EMPLOYEES.

EMPLOYEE SATISFACTION SURVEY

- KEY FOR SUCCESS IS TO BE ACTIONABLE. LEADERS TAKE ACCOUNTABILITY AND CREATE A PLAN OF CORRECTION FOR RESOLVING DISSATISFACTION AMONG EMPLOYEES.

TEAM TRAITS TO DRIVE EXCELLENCE IN OVERALL CUSTOMER SERVICE

- PATIENCE
- ATTENTIVENESS
- CLEAR COMMUNICATION SKILLS
- KNOWLEDGE (SERVICE, PRODUCT, ETC.)
- POSITIVE LANGUAGE
- ACTING SKILLS
- TIME MANAGEMENT SKILLS
- ABILITY TO 'READ' CUSTOMERS
- A CALMING PRESENCE
- GOAL ORIENTED FOCUS
- ABILITY TO HANDLE SURPRISES
- PERSUASION SKILLS
- TENACITY
- CLOSING ABILITY
- WILLINGNESS TO LEARN

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QUESTIONS??

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JAN.ALLISON@AMSURG.COM

THANK YOU!!!!