

Evolution of the CBHA PATIENT EXPERIENCE





Homegrown Health Care.
Big-City Innovation

Meet the Team



Site Director

Jonathan Madera



Quality Manager

Hayley Middleton



A word from our CEO, Nieves Gomez

At CBHA we focus on delivering **an experience** to our patients that we would want for our family members, friends and for ourselves; this is why we strive to provide the best service and the best experience, **every patient, every time!** Purpose and passion are at the very core of what we do and the result is a **positive patient experience**. CBHA is the best place for employees to work, for providers to practice, and for the community to receive the best healthcare services all under one roof. **The CBHA experience is on purpose, and our purpose is you!**

Brief Overview

Our team will talk through the evolution of how we measure our patient's experience at CBHA by taking a look at the changes over time, our current process and the vision for the future.

01

The Journey

Timeline, Historical Data & Evolving our Methods

02

Identifying our Barriers

Language, Mode of Surveying Sample Size & What Are We Measuring?

03

Building Something New

Identifying Goals & Switching up the Way We Utilize the Tools and Technology We Already Have.

04

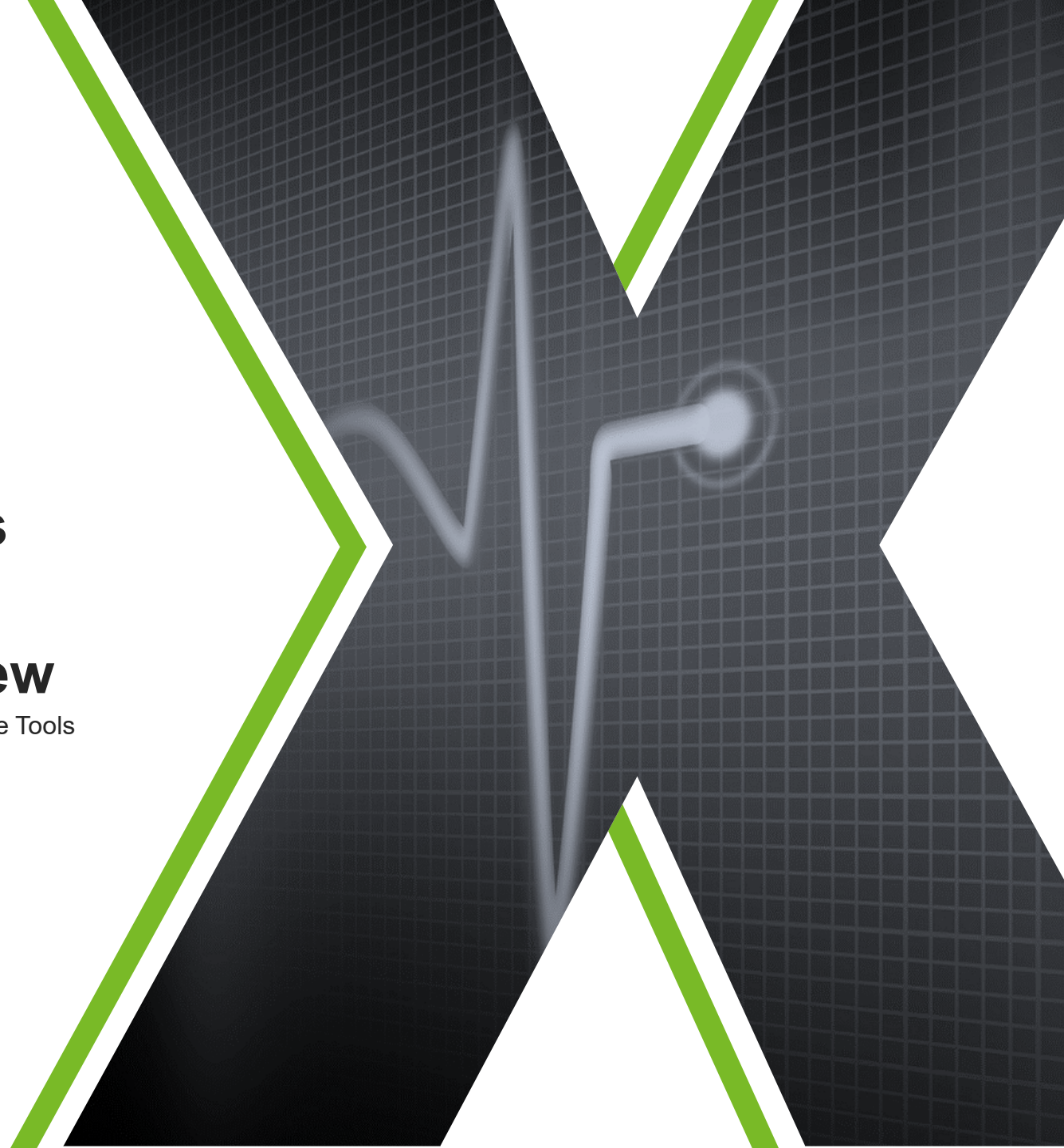
Utilizing the Results

Comparisons, Current View and Next Steps.

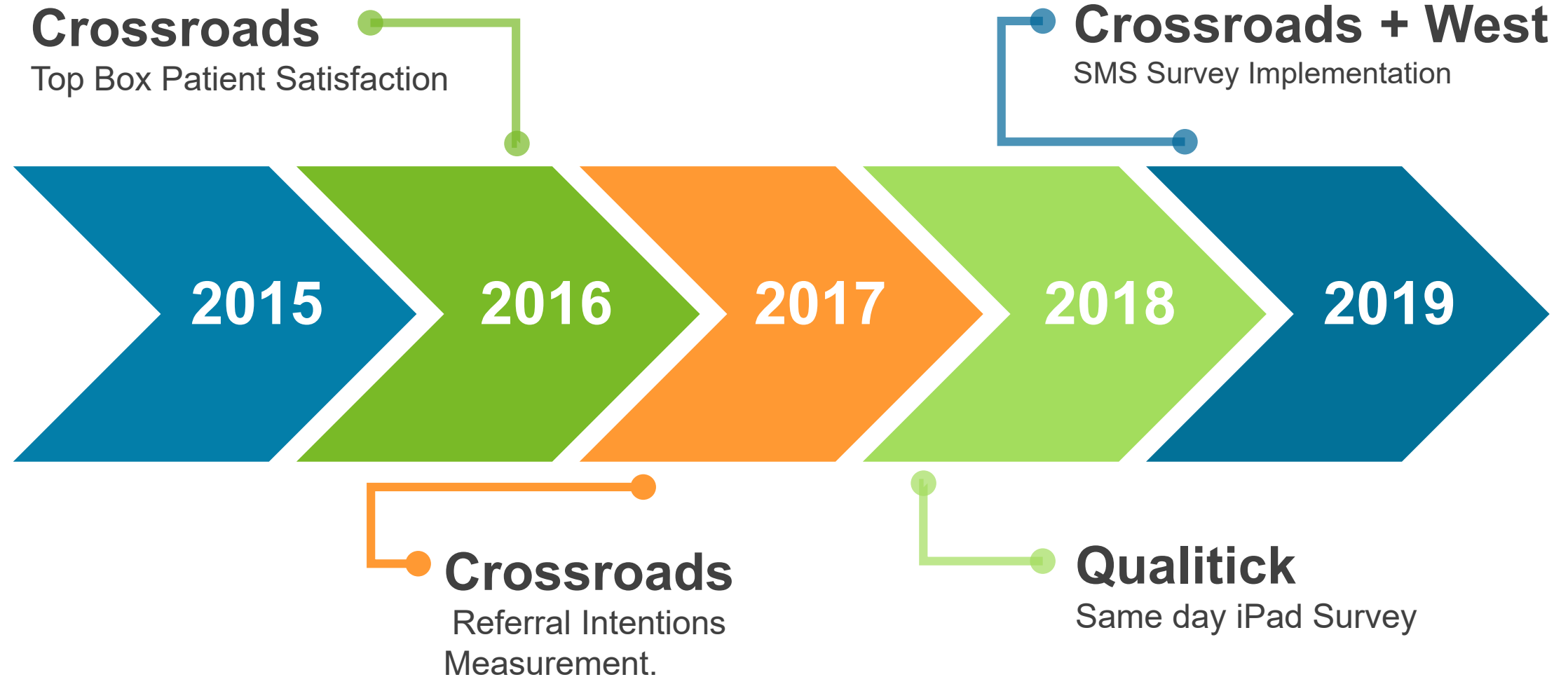
05

Next Steps

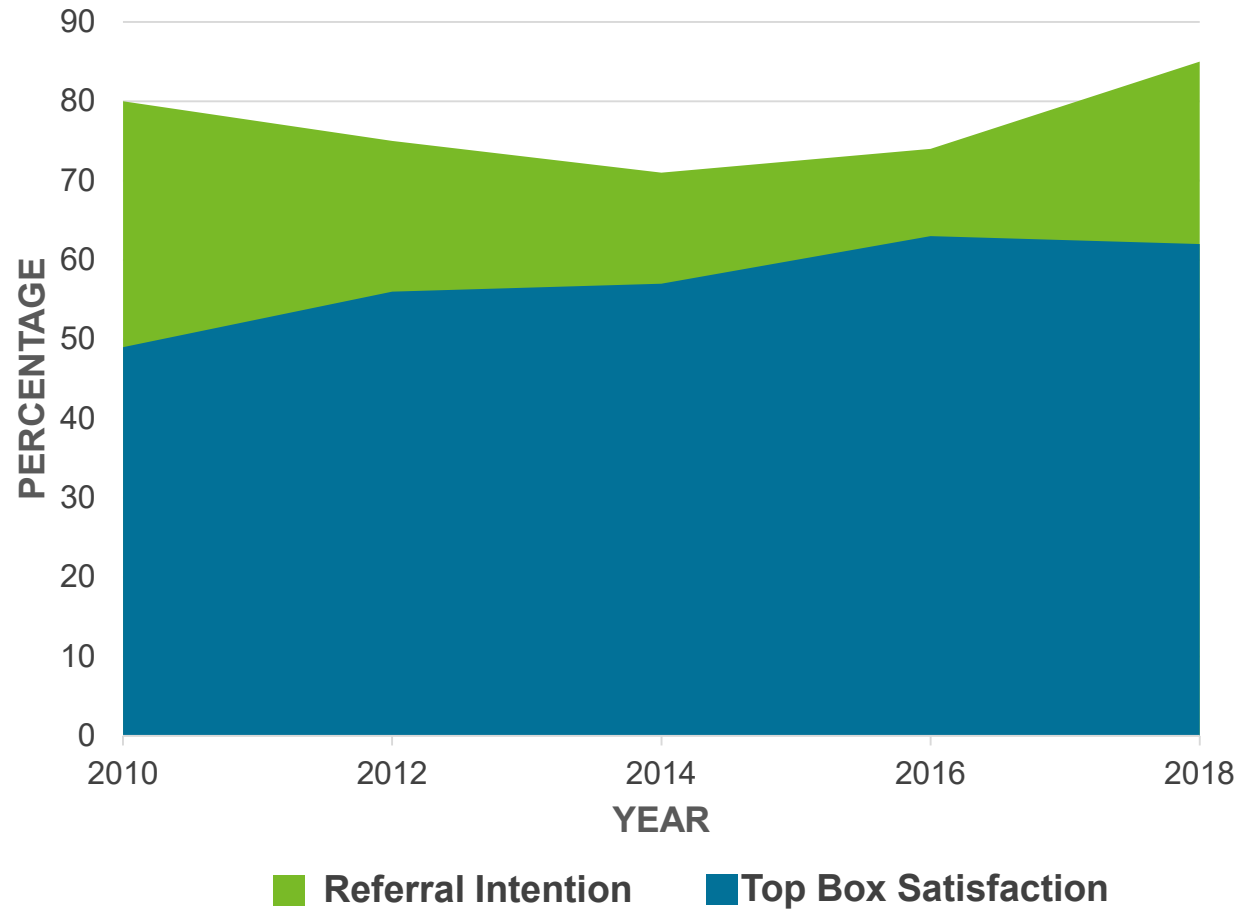
Utilizing Iris for Patient Feedback.



THE JOURNEY



Satisfaction → Referral



Referral Intention



77%

How likely are you to refer CBHA to family or friends?

3 Point Scale

Very Likely
Somewhat Likely
Not Likely

Overall Satisfaction



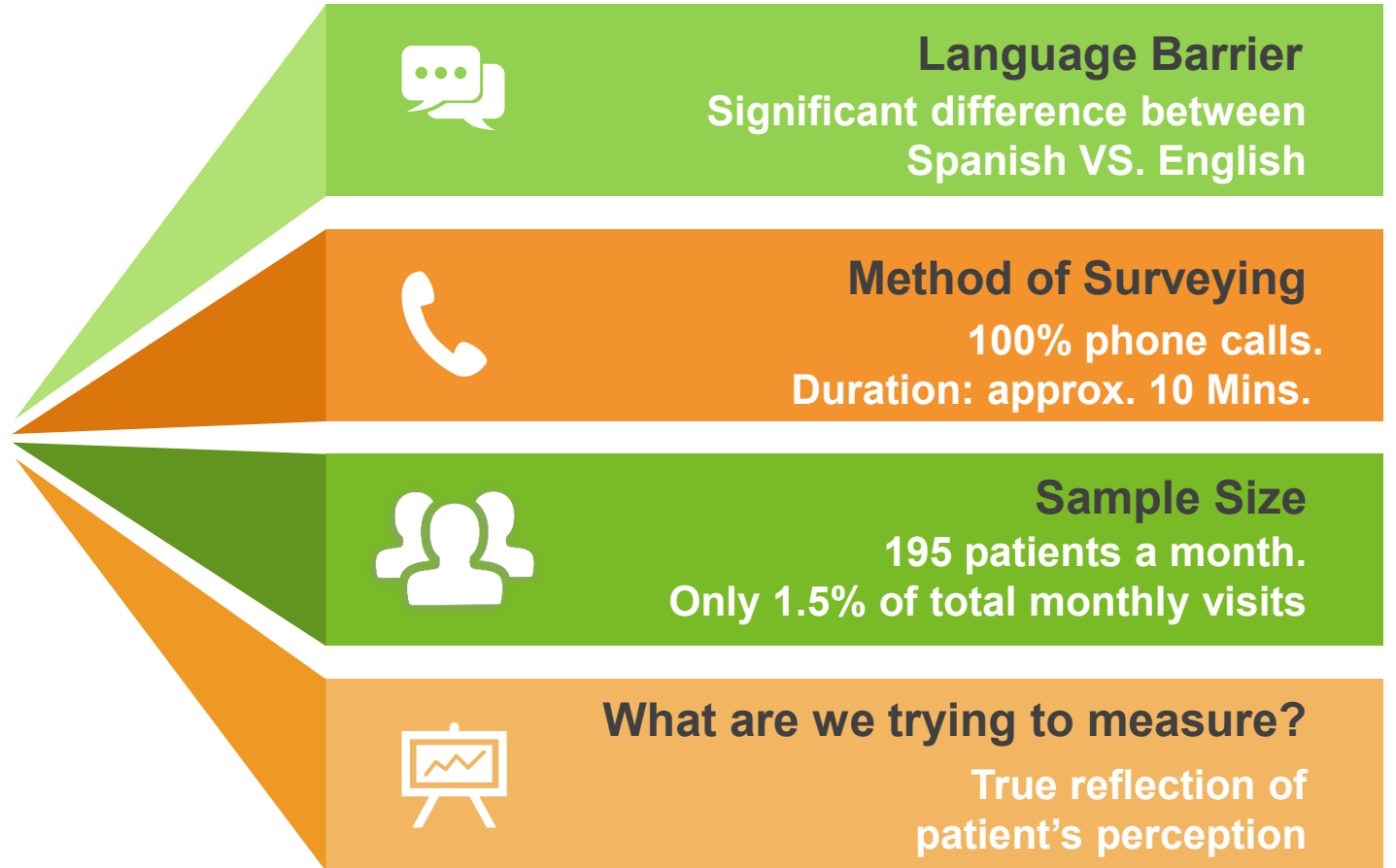
57%

What was your overall satisfaction with your most recent visit at CBHA?

4 Point Scale

Excellent
Good
Fair
Poor

IDENTIFYING OUR BARRIERS



SURVEY GOALS

We analyzed our current surveying process
to identify the desired improvements.



Increase Sample
Size



Simple & Concise
Survey



Create Actionable
Insight

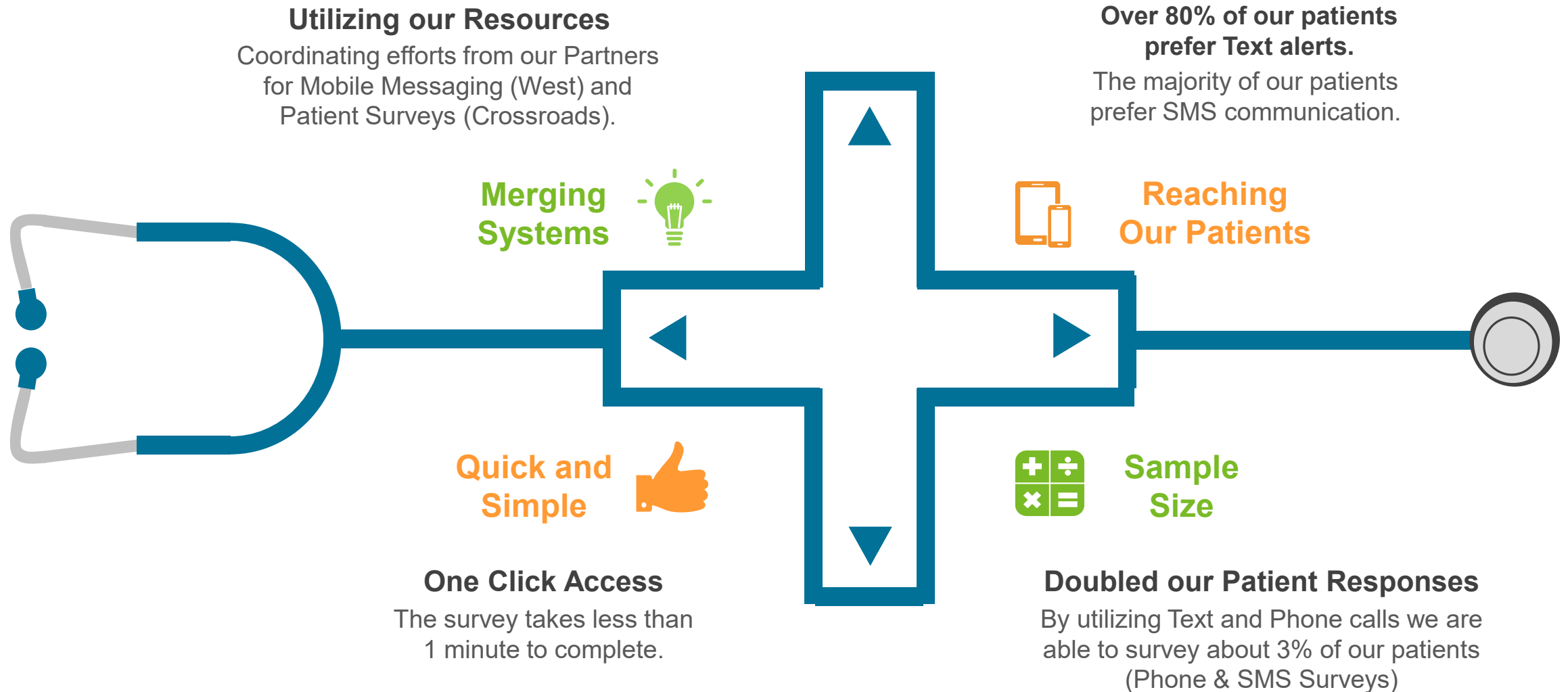


Service Recovery
Opportunity



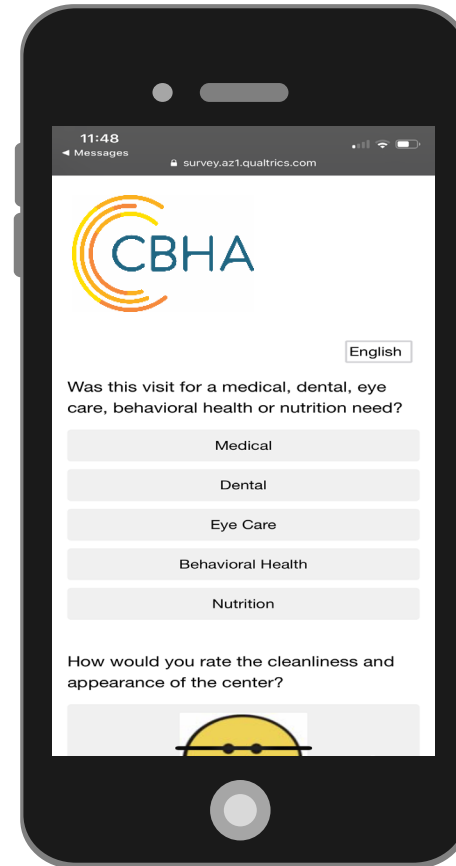
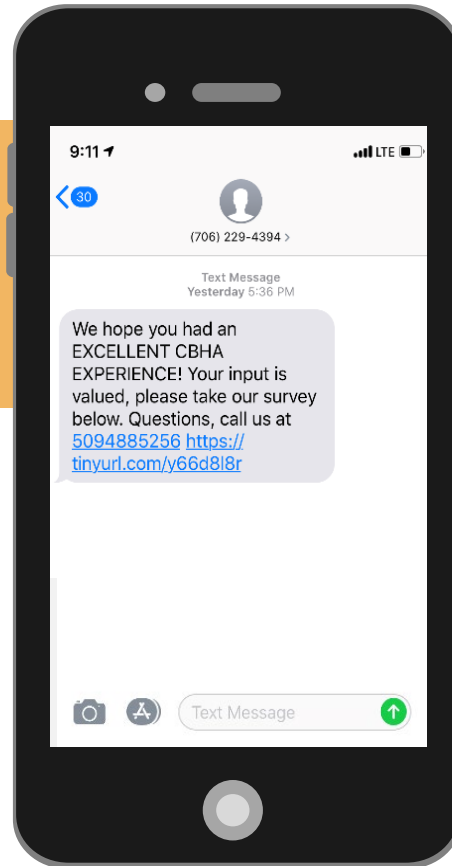
Accurate Patient
Feedback

INTEGRATING TECHNOLOGY



THE PATIENT PERSPECTIVE

**SMS Message Received
in Preferred Language**

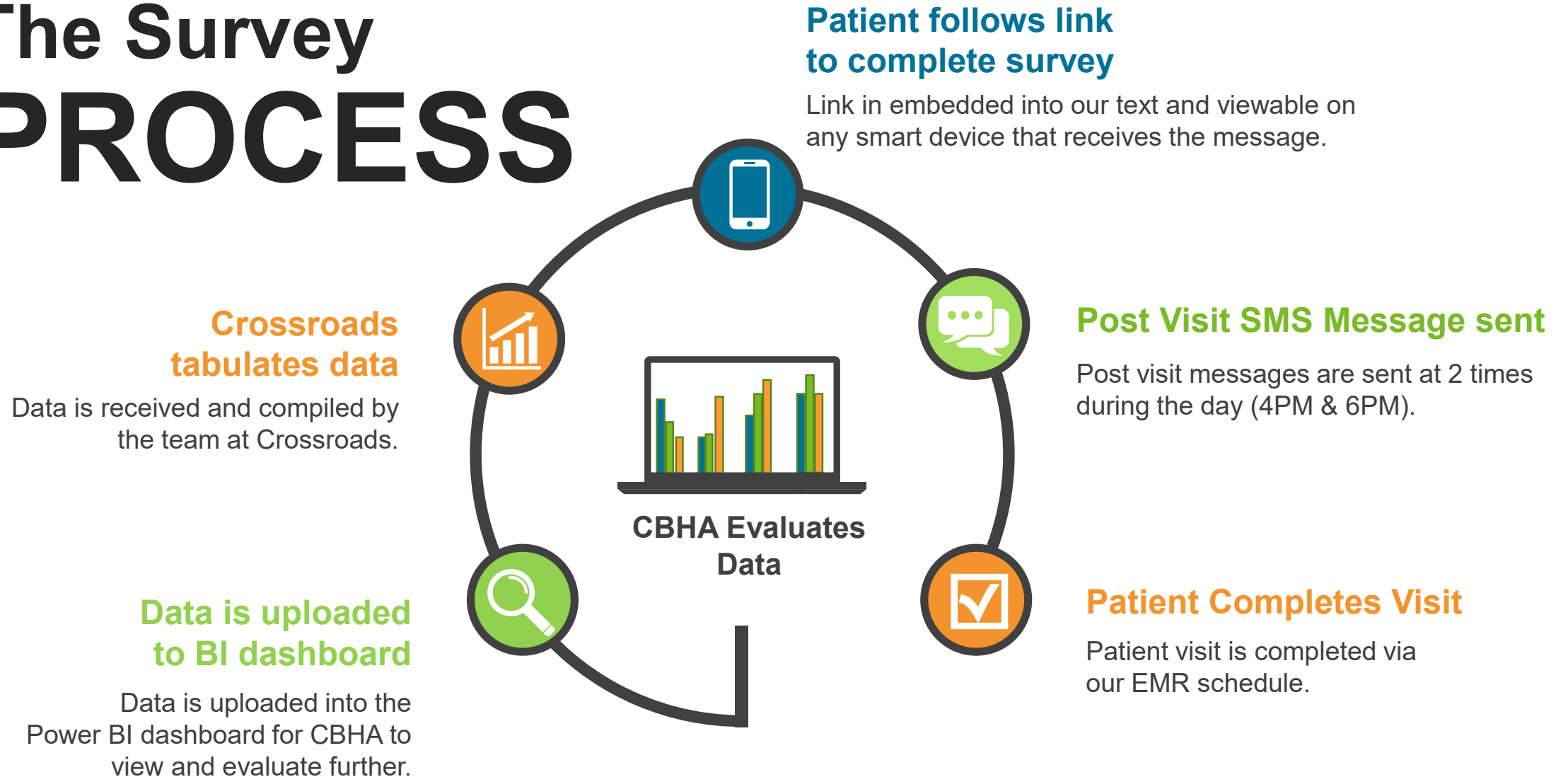


8 QUESTIONS TOTAL

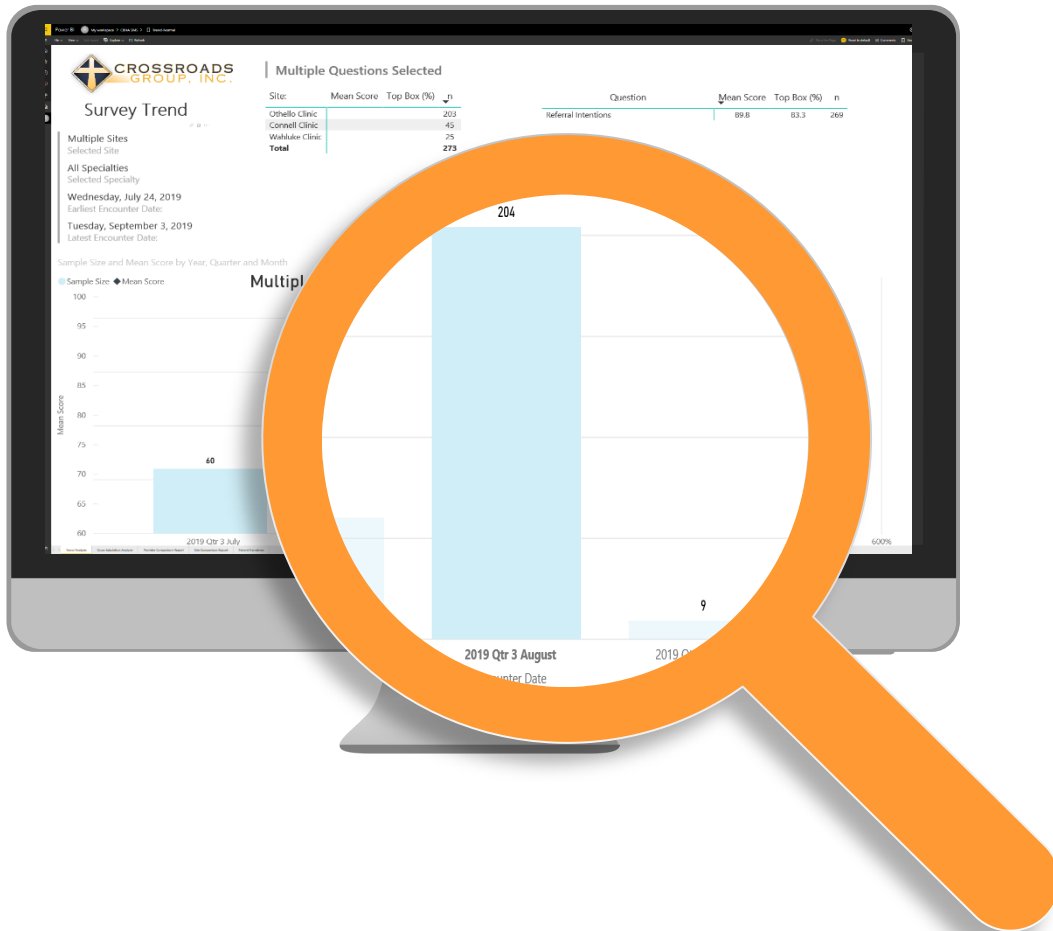
SAME DAY SURVEY

ENGLISH & SPANISH

The Survey PROCESS



VIEWING the DATA



**View Trends &
Drill Down**

**Compare Sites &
Service Lines**

**Provider Detail &
Detailed Comments**

THE EARLY FINDINGS

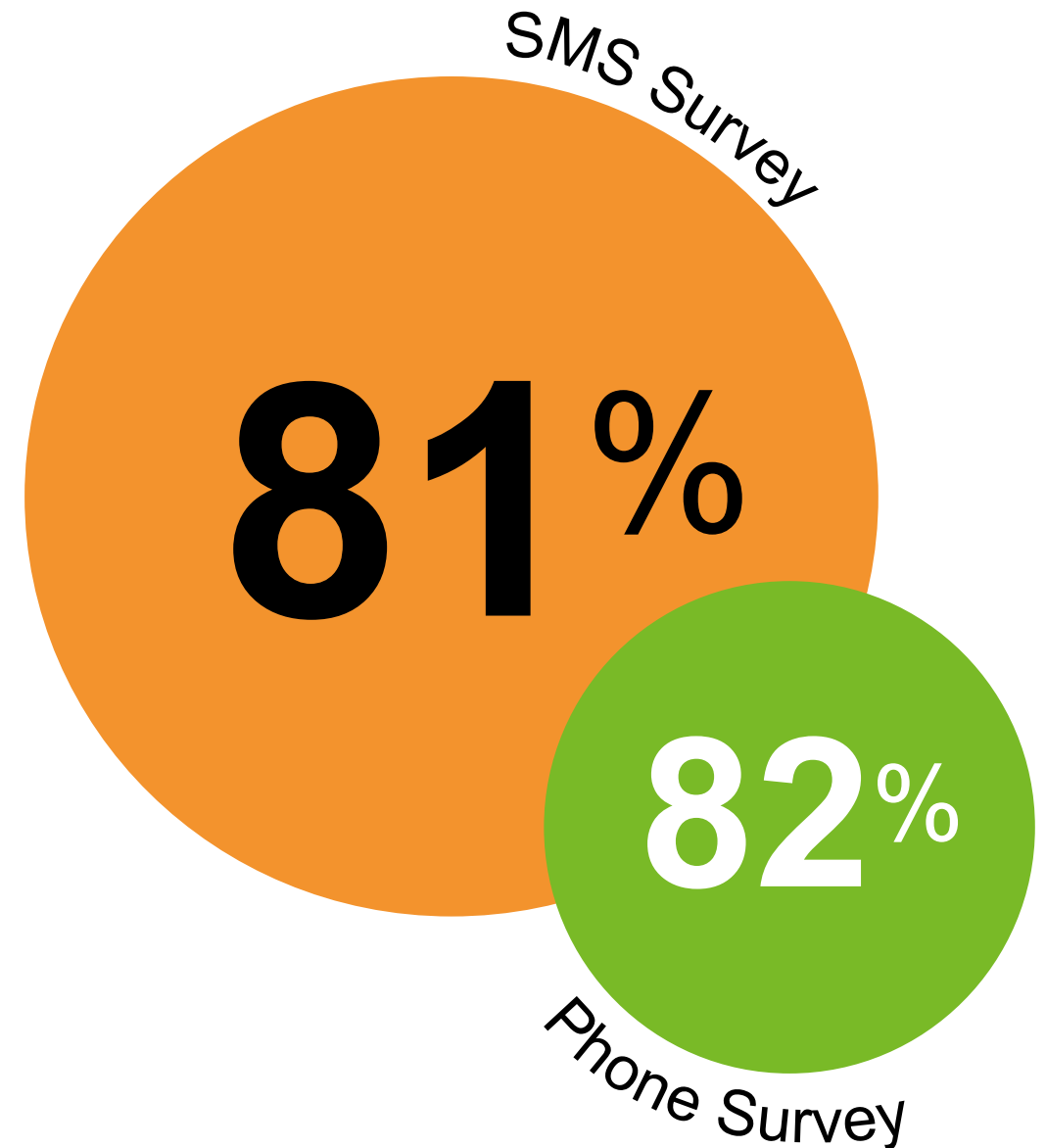
In the First Two Months:

We have doubled our patients surveyed between the Phone and SMS methods.

Our Likelihood to Refer results are within 1% of each other.

We have received live comments for 45% of the completed surveys.

We are receiving more staff recognition by name because of the same day survey method.



SATISFACTION RATING

63% PHONE SURVEY

78% TEXT SURVEY

15%

INCREASE

(2 Months of Data)





3 KEYS TO SUCCESS

AIDET

ROUNDING

MANAGE UP

A Acknowledge

I Introduce

D Duration

E Explanation

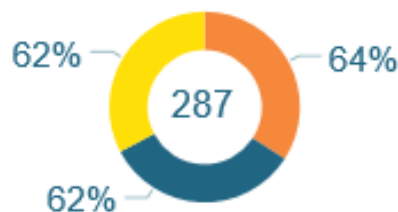
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EXPERIENCE RATING

80.08%

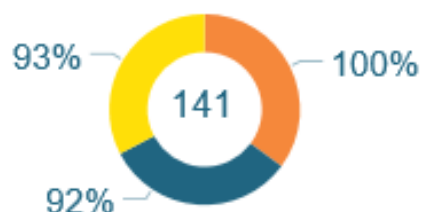
OVERALL SATISFACTION

● Connell ● Othello ● Wahluke



TEST RESULTS RECEIVED

● Connell ● Othello ● Wahluke

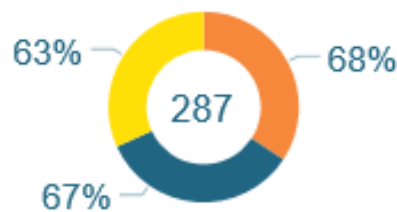


SATISFACTION RATING

62.38%

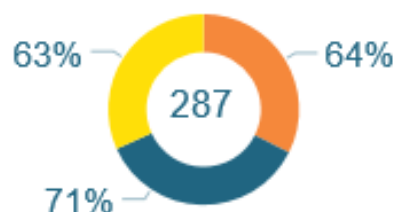
PROVIDER EXPLANATION

● Connell ● Othello ● Wahluke



PROVIDER LISTENING

● Connell ● Othello ● Wahluke

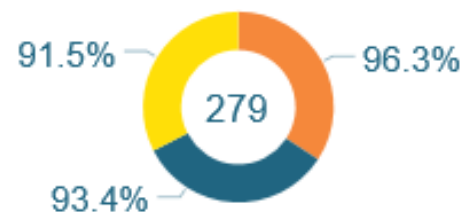


LOYALTY/REFERRAL RATING

82.16%

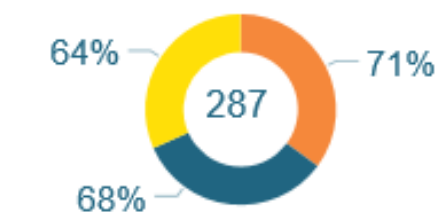
PROVIDER HAND WASH

● Connell ● Othello ● Wahluke



PROVIDER STAFF COURTESY

● Connell ● Othello ● Wahluke



TOP PROVIDER SATISFACTION

OTHELLO (TEAM PRADA)

86%

Goal: 75% (+14.29%)

WAHLUKE (TEAM CABERO)

85%

Goal: 75% (+12.82%)

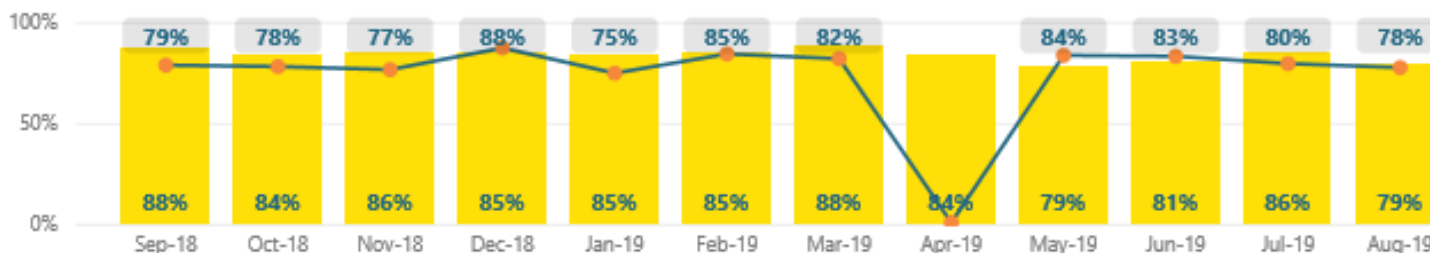
CONNELL (TEAM KAISER)

78%

Goal: 75% (+3.7%)

STAFF MENTIONS

The attention given to me was good, they attended to me well. They took the proper steps to check me out and help me get better. (Dr. Atfeh and nurse Corral)



● LOYALTY RATE (CURRENT YEAR) ● LOYALTY RATE (PREVIOUS YEAR)

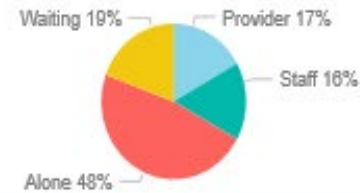


Experience Dashboard

Tools



Patient Experience



Provider Badging %

81.86%

Goal: 80% (+2.32%)

Visits

723

Goal: 600 (+20.5%)

RN - Patients Seen/Day

1.91

Goal: 8 (-76.14%)

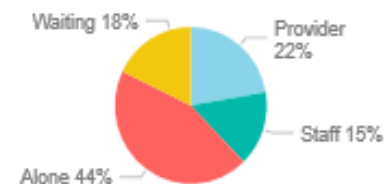
Total Visits to Sterilization





[Patient Experience Support](#)
[How to Print](#)

Patient Experience



Room Alone Time



Filters

Reset

Date

1/23/2019

9/18/2019



Suite

All

Specialty

All

Provider

All

Room

All

Appointment Type Group

All

Appointment Type

All

Group By

Annually

Quarterly

Monthly

Weekly

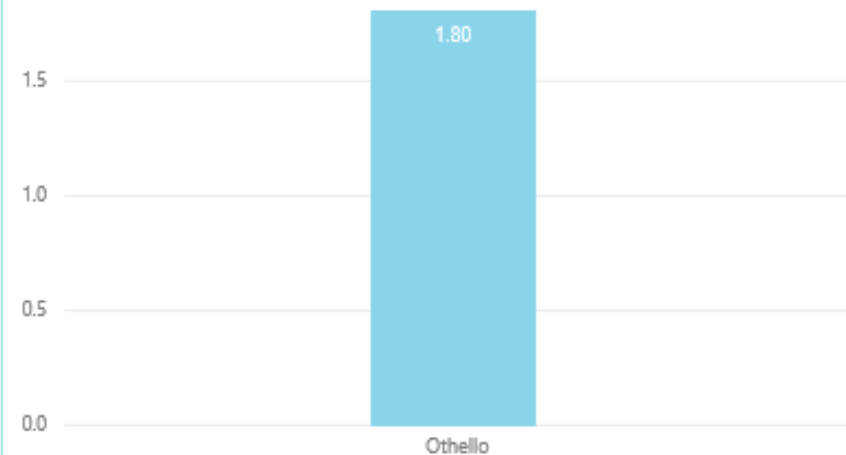
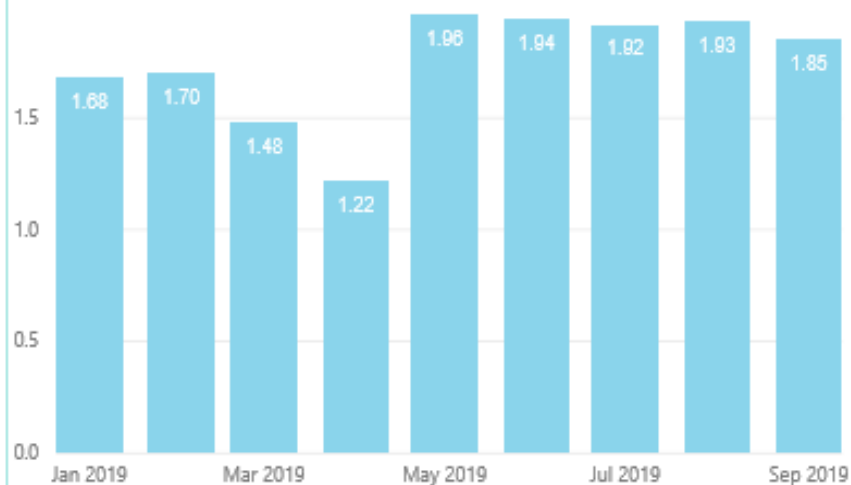
Site

Suite

Specialty

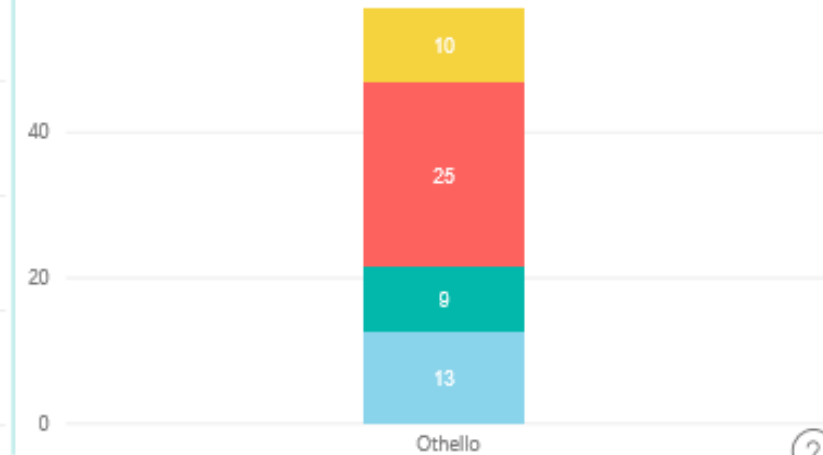
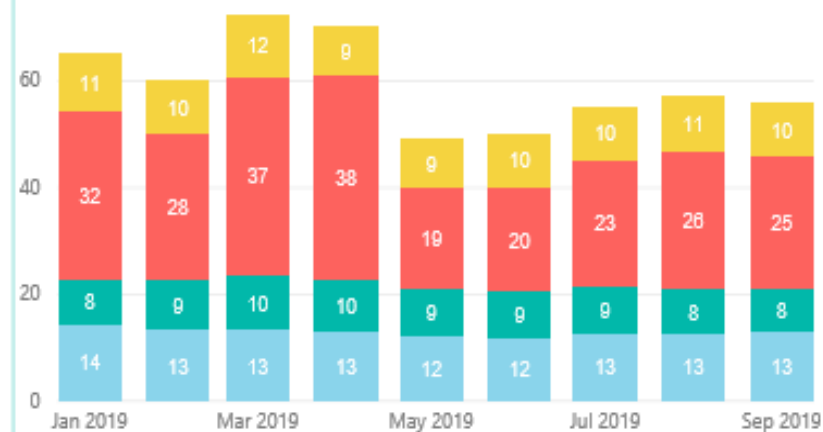
Provider

Visits per Provider Hour



Patient Experience in Exam Room

Legend: Time w/ Provider Time w/ Support Staff Room Alone Time Waiting Room



Driving Change

Phone Surveys

- HCHAP Focused Questions
- Benchmarking capabilities – Traditional Net Promoter Score
- 10+ years of comparison data
- Survey count is based on percentage of utilization
- Covers a broad range of questions.

BROADER SCOPE OF INFORMATION

Evaluate trends, create goals and create SMS questions.

SMS Surveys

- Internal Focus Questions
- More timely responses = More accurate Patient Recollection
- Customizable scales and questions.
- Survey is optional but sent to all patients.
- Can be changed to gather data on specific areas of interest.

SPECIFIC AREAS OF FOCUS

Utilize specific questions to create Process Improvements and compare to Phone Survey data.

MOVING FORWARD...

Ideas to increase Patient Experience

At CBHA we are always looking to increase the Patient Experience as a whole.
We do this by utilizing our resources, creating transparency and
looking for ways to shake up the industry.





QUESTIONS?