



The Patient

Achieving Patient Satisfaction

Considerations

- What happens at the appointment is only 25% of the interaction
- Patients are in the driver's seat
- Ethical conundrum for providers



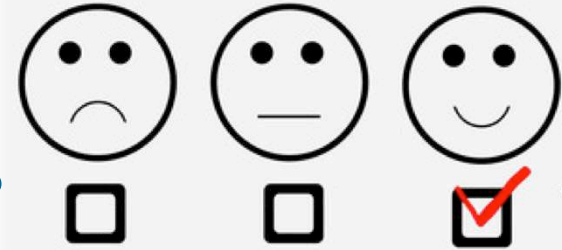
How Important is Patient Satisfaction?

- Patient Satisfaction is *literally* the difference in your bottom line
- ‘Refer a friend’ vs. ‘Talk bad about you’
- Building long standing relationships with other docs *or* getting the one-and-done referral



What's Ahead

- The Role of Staff
- Patient Satisfaction Scores
- Patient Surveys
- Dealing with Negative Reviews
- Encouraging Positive Feedback





The Role of Staff

The Role of Staff

- Your staff gives the first impression (make it a good one)
- Take time to understand Patient Flow
- Small adjustments can make *big* differences



The Role of Staff

- What is your policy for interacting with patients when they arrive for their appointment?
- Before the appointment, after the appointment?



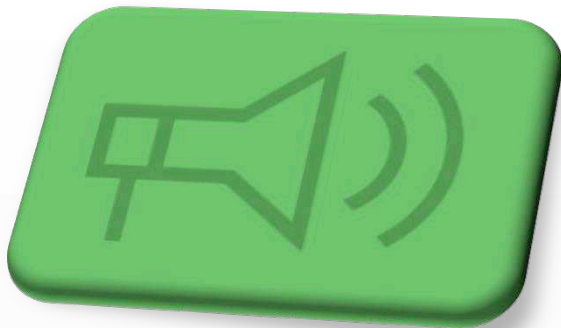
The Role of Staff

- Communication is key
- Manage expectations
- Patients want to feel engaged
- Ability to diffuse situations



The Role of Staff

- Staff can make or break overall patient satisfaction
- Staff can help encourage positive reviews





Patient Satisfaction Scores

Patient Satisfaction Scores

A message to physicians from Press Ganey CEO Patrick Ryan, a veteran health care executive:

Suck it up. “Nobody wants to be evaluated; it’s a tough thing to see a bad score,” he says. “But when I meet with physician groups I tell them the train has left the station. Measurement is going to occur.”

The Forbes logo is displayed in white text on a black rectangular background.

Why Rating Your Doctor Is Bad
For Your Health

January 2013

Patient Satisfaction Scores

PubMed.gov published results of a 2013 survey of 500 Urologists on top physician rating websites including Vitals, HealthGrades and RateMd.

Conclusion: *“We advise physicians and patients to be aware that most urologists are rated on at least 1 physician review website, and while most ratings and reviews are favorable, composite scores are typically based on a small number of reviews and, therefore, can be volatile.”*



Methods for Measurement

1. Consumer Assessment of Healthcare Providers and Systems (CAHPS)
2. Online Physician Rating Websites
3. Social Media as an Outlet to Vent (or praise)



Method for Measurement

- **CAHPS** (consumer assessment of healthcare providers and systems)
- Ask patients about their recent experiences with clinicians and staff



Method for Measurement

- CAHPS
 - Compare clinician & group survey data
 - Improve patient experience with your office
 - Report clinician & group survey scores to consumers



Method for Measurement

- Online local/review sites allow for anyone to review your physician(s) or experience at your practice
 - There are no barriers to entry and few defenses against those who would use the medium to attack rivals, sabotage competitors, or flaunt grudges



Method for Measurement

Examples Include:

- www.HealthGrades.com
- www.RateMDs.com
- www.Vitals.com
- Google
- Yelp



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FACT: More than 100 million+ people choose HealthGrades.com to review their doctor

Method for Measurement

- Patient Reviews happen on **social media** too!
 - Instant with large reach
 - Immediate feedback – both good and bad
 - Feedback from trusted ‘friends’



Method for Measurement



Worst place ever. Waiting time is ridiculous and I've never experience so much rudeness before. I was talking to my daughter and the appointment scheduler (Cynthia) told me that we were too noisy and that I had to Learn to control my 2 year old (my daughter was in my arms and not even screaming but talking). I would never recommend this place or even visit again.

Like · Comment · about a week ago



We're sorry you had a negative experience at our office. It is our goal to provide the highest quality care and services to our patients. If you would like to discuss this issue further, please do not hesitate to call 407-418-0571 so we can better understand the situation and how we can work to provide you with the best possible services in the future. We hope to hear from you soon and we thank you for providing this valuable feedback about your experience.

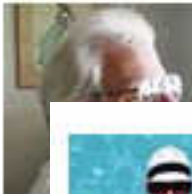
Method for Measurement



Lyn Gelin Bergen



Sue Ann Massey



Richard Batiato



Lindsay Baldwin



I never thought a broken arm could be such a stress free experience! Thank you for taking such excellent care of my daughter.

Unlike · Comment · about 2 months ago

Method of Measurement

- Facebook
- Twitter
- YouTube
- Google+
- Pinterest
- Instagram
- LinkedIn





Patient Satisfaction Surveys



Patient Satisfaction Surveys

- Determine why you want a patient satisfaction survey?
- Determine the type of survey you want?
 - Paper vs Online
 - What do you do with the results?



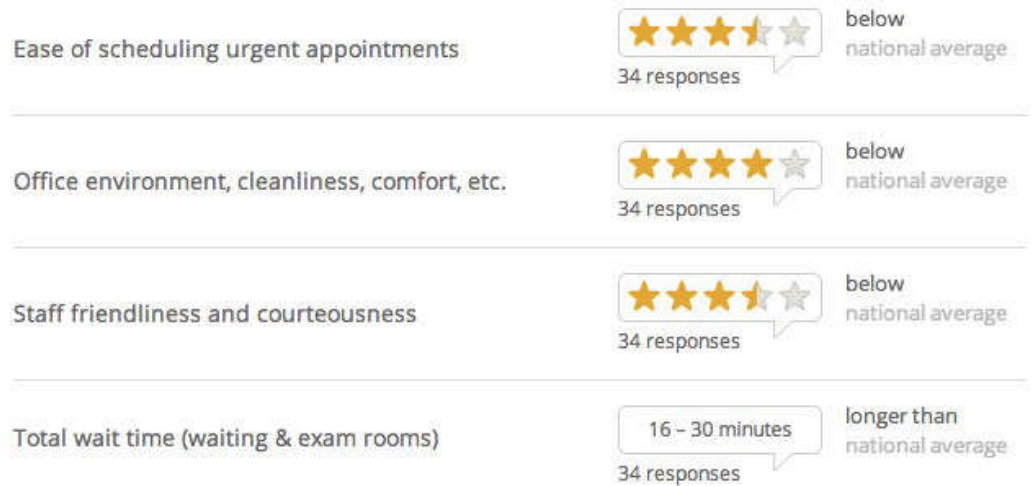
Patient Satisfaction Surveys

- If you hear negative feedback , do you have a plan in place to address it?
- If you receive negative feedback about a doctor, will he/she take it well?
- If you receive negative feedback about your staff, are you willing to make adjustments? Possibly order some customer service training?
- Are you ready to see in writing that your doc runs behind schedule, doesn't spend enough time with patients and that it takes weeks to get an appointment?
- Are you o.k. if you receive negative feedback from a patient knowing that there isn't much you can do about it?



Patient Satisfaction Surveys

- Teach for the test



Patient Satisfaction Surveys

- CAHPS (consumer assessment of healthcare providers and systems)
 - They literally give you the questions (talk about easy!)



Patient Satisfaction Surveys

PAPER SURVEYS



- Pros:
 - Inexpensive
 - Easy to implement
 - Patients and staff are comfortable with using
- Cons:
 - Lots of extra paper
 - Lengthens the process for the patient
 - Somebody needs to manage the data so that it can be reviewed
 - More room for error because handwriting can be hard to decipher

Patient Satisfaction Surveys

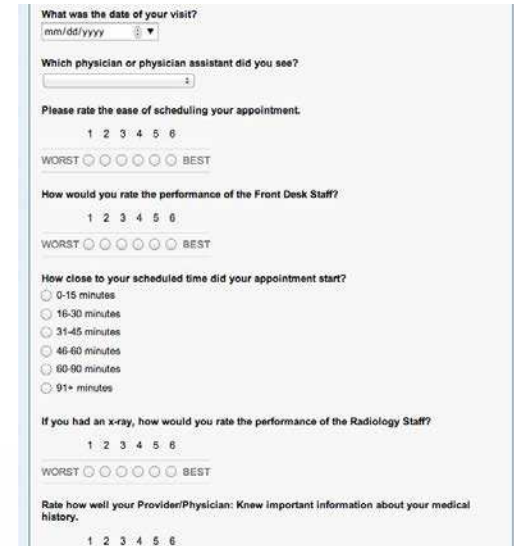
ONLINE SURVEYS

- Pros:

- Inexpensive or free
- Easy to implement
- Data is input directly by the patient
- Patients can fill out the survey on their own time
- Optional comment box for testimonials

- Cons:

- Patients may be more likely not to provide feedback once they leave your office
- Somebody in your office still needs to email the link



The screenshot shows a digital survey form with the following sections:

- What was the date of your visit?** A date picker field showing "mm/dd/yyyy".
- Which physician or physician assistant did you see?** A dropdown menu.
- Please rate the ease of scheduling your appointment.** A scale from 1 to 6, with "WORST" on the left and "BEST" on the right.
- How would you rate the performance of the Front Desk Staff?** A scale from 1 to 6, with "WORST" on the left and "BEST" on the right.
- How close to your scheduled time did your appointment start?** Radio button options: 0-15 minutes, 16-30 minutes, 31-45 minutes, 46-60 minutes, 60-90 minutes, 91+ minutes.
- If you had an x-ray, how would you rate the performance of the Radiology Staff?** A scale from 1 to 6, with "WORST" on the left and "BEST" on the right.
- Rate how well your Provider/Physician: Knew Important Information about your medical history.** A scale from 1 to 6.

Patient Satisfaction Surveys: 3rd Party Providers

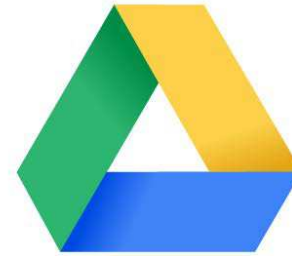
- Pros:
 - They do it all for you
 - It's very scientific and you get nicely formatted data
- Cons:
 - It can be expensive (remember, back to the question, why do you want to do a survey in the first place?)



Patient Satisfaction Surveys

A Few Options

- Google Drive
- Survey Monkey
- Press Ganey



Google Drive



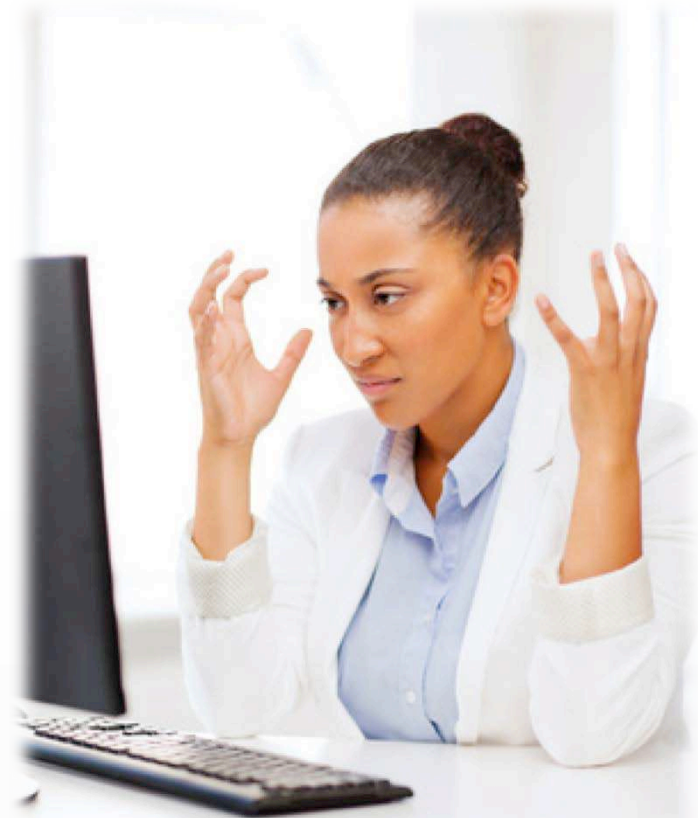
PRESS GANEY™
Outcomes driven. Performance strong.



Dealing with Bad Reviews

Dealing with Bad Online Reviews

- They will happen. Don't fret
- Instead, have a plan/policy in place for responding and dealing with reviews
- Some sites will allow you to dispute reviews if you can prove they are untrue
 - check each site for availability



Dealing with Bad Online Reviews

- No matter what, you must respond to negative reviews and attempt to make the situation better
 - Take blame
 - Assure the it won't happen again (if plausible)
- Show you care and will do everything within your power to rectify the problem
- By dealing with negative reviews and promoting positive ones, you will help your online reputation and show up higher in search results



Dealing with Bad Reviews



- Sometimes people are just out to get you
- What do you do when a patient is out to get you?
 - Hire attorney
 - Reach out to the website and make a case for having the review removed, even when they don't have an option to remove it you can still contact them
 - Be proactive in your content development
 - More testimonials and more custom content will benefit you in the end

Quick Review

- Online review sites force accountability
- The patient has more power than ever
- Patient service is key
- Invest in your employees and your patients and it will pay off





NEXT UP:
**The Best Patients are the Ones
You Already Have**