



# Essential Tips for Building a Successful Patient Interaction

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# Objectives

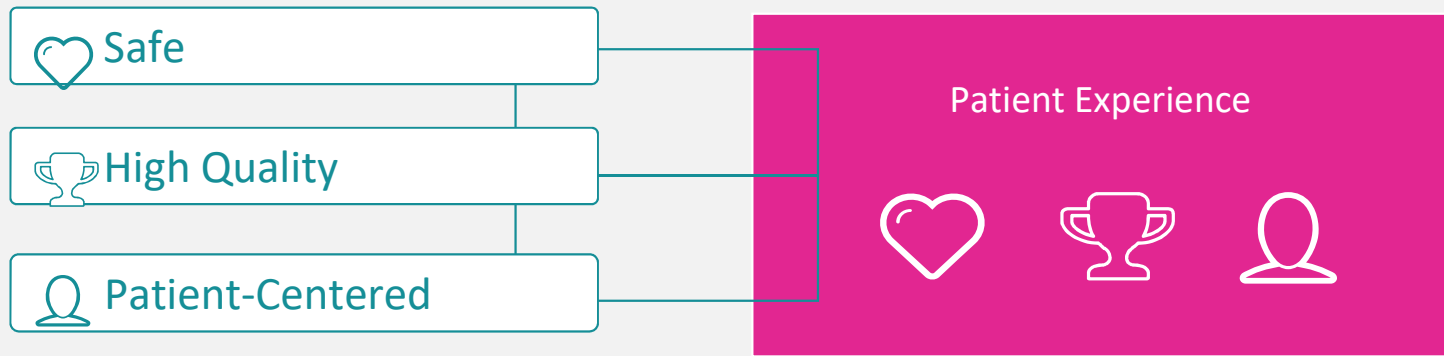
1. Define Patient Experience, how is it measured and why should I care about it?
2. Describe best practices in ambulatory, acute and post-acute setting that lead to improving the patient experience.
3. List provider communication strategies to use during every patient interaction.

How much do you agree with this statement:

A positive patient experience results in or leads to an increase in patient engagement?

- Strongly disagree
- Disagree
- Agree
- Strongly Agree

# Our Challenge...Our Responsibility



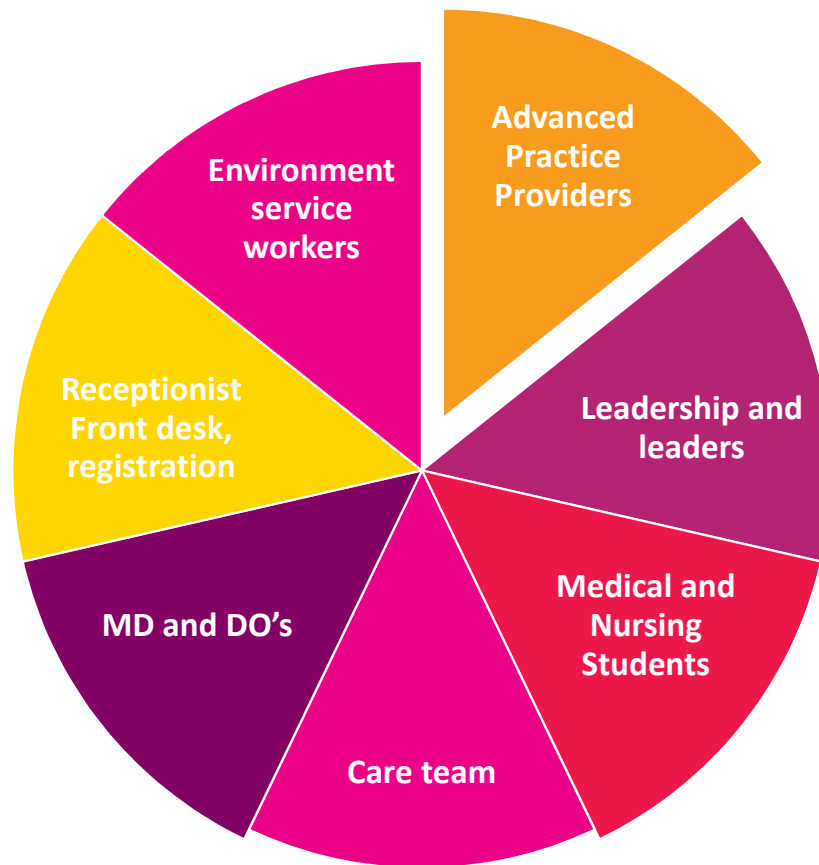
Engaged, Resilient Care Teams



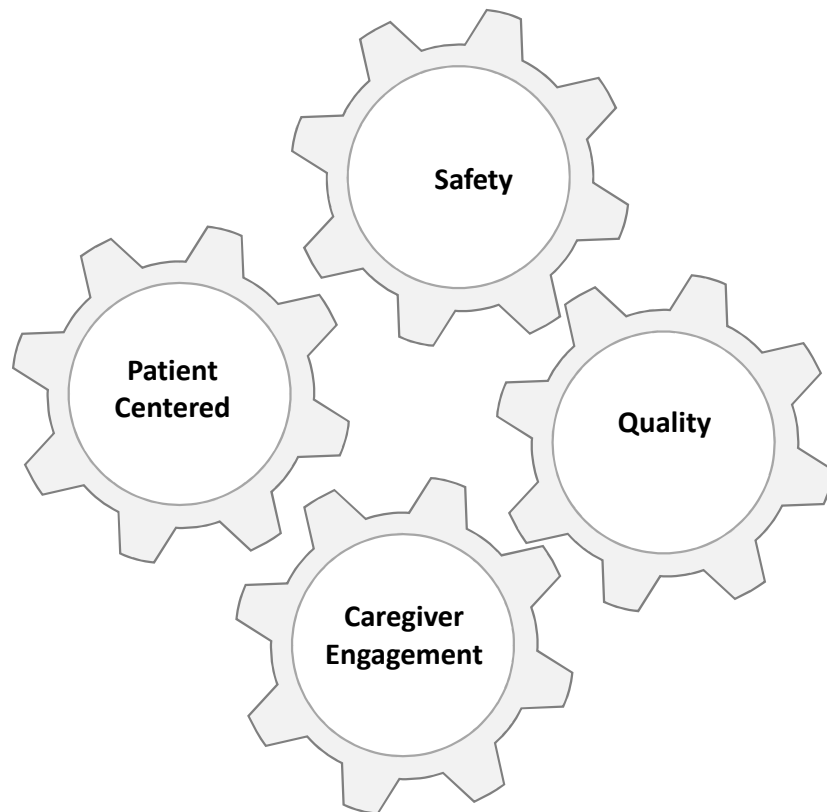
TeleHealth | Virtual Visits | Physician | Acute | Post Acute | Home | Hospice | Reputation

CONTINUUM OF CARE

# Who delivers the Patient Experience?



# Convergence of Safety, Quality, PX & Engagement

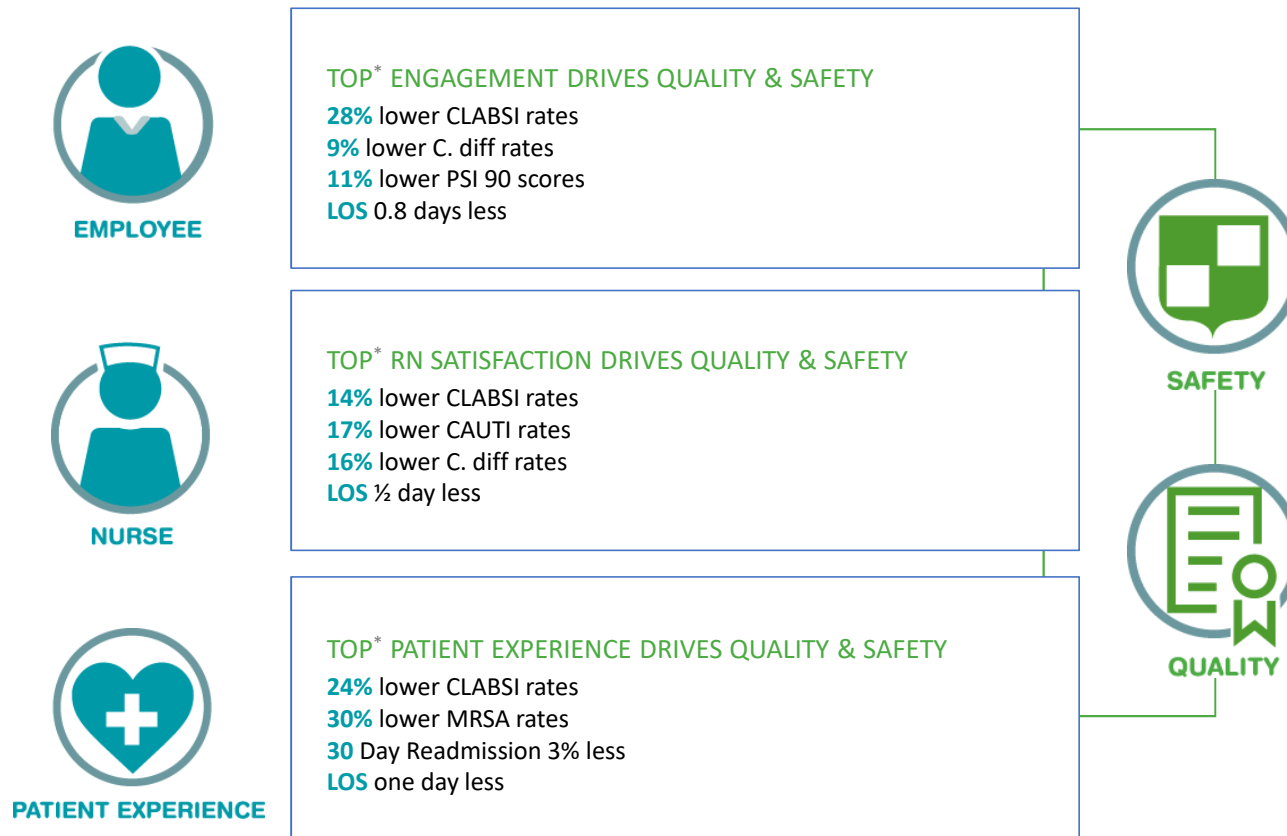


**Higher Engagement** = Lower HAIs, Higher PX

**Higher PX** = Fewer HACs, Fewer Readmissions

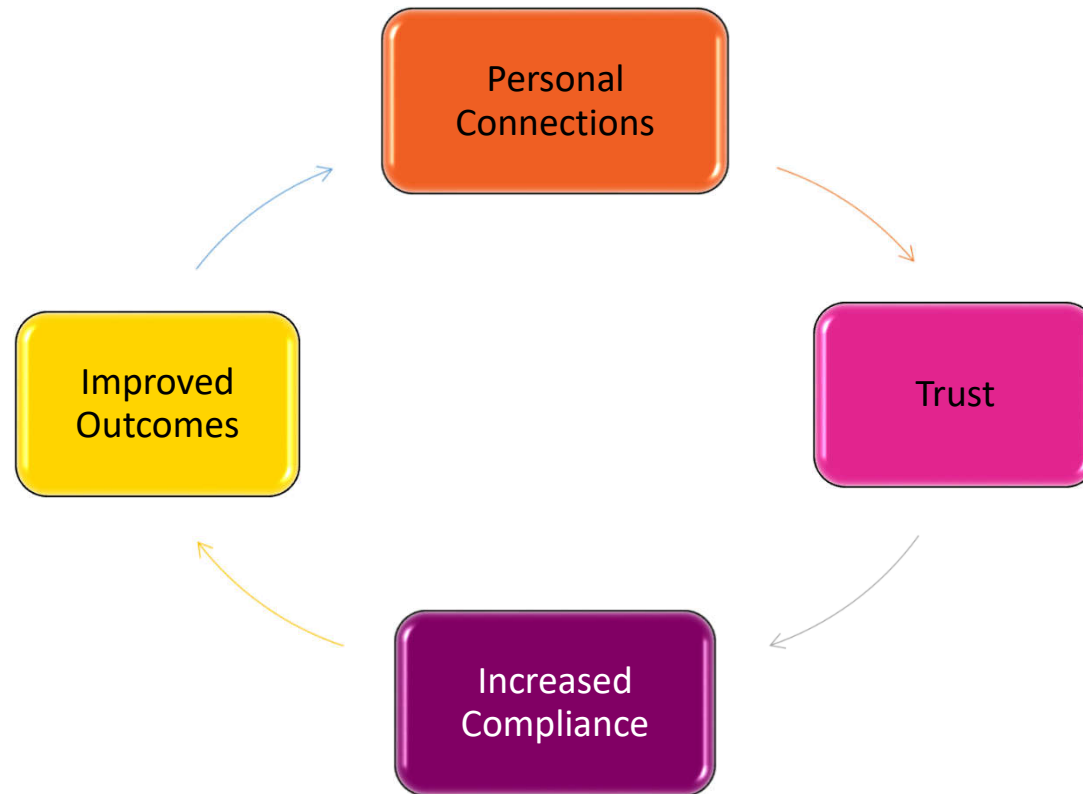
**Higher PX** = Shorter LOS, Higher Net Margin, Lower Spending, Higher Reimbursements

# Understand and Act on the Intersections



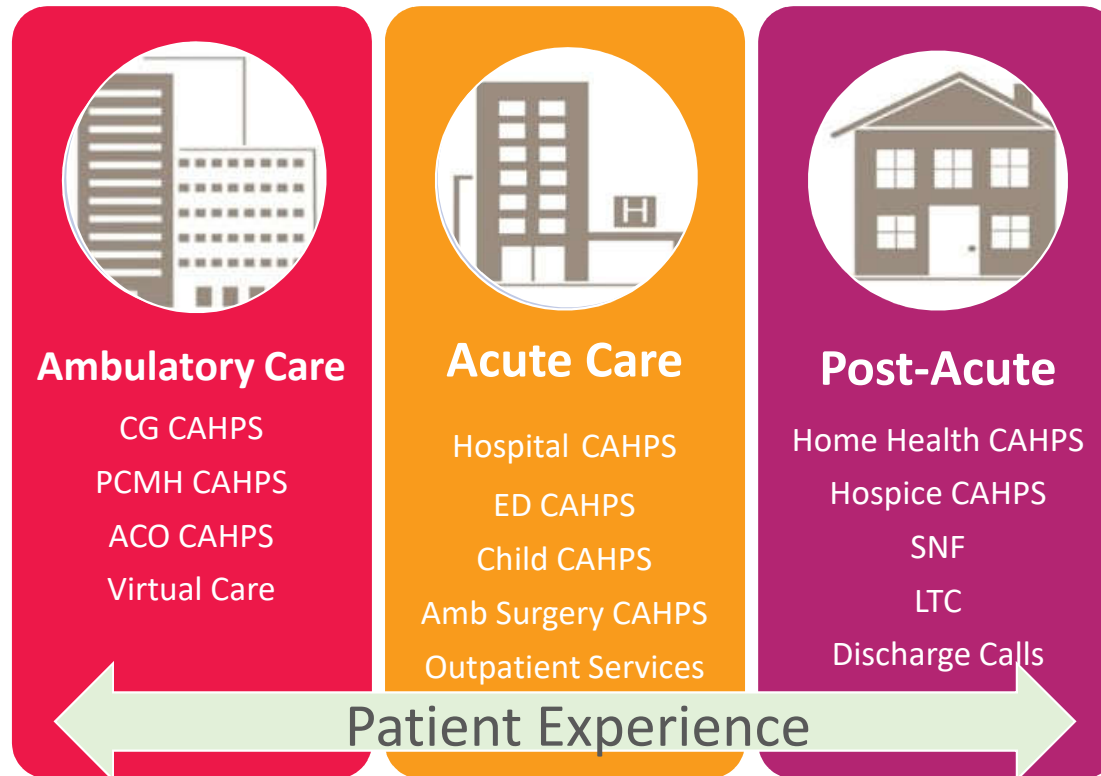
\* Top quartile vs bottom quartile performance

# Why is ... The Patient Experience Important?





# How do we measure Patient Experience?



# Transparency



...taking control of online reputation

# Why Transparency?



**Your current and prospective patients are online**

- **Reading reviews**
- **Posting comments**
- **Making choices**

# Voice of Patient on Internet

17 reviews



0 reviews



0 reviews



17 reviews



8 reviews



29 reviews

0 reviews



In comparison.....

**Prisma Health Site:**

**402 reviews**

**For Hal Blanks, MD**



## Harold Puryear Blanks, III, MD

PRACTICE ACCEPTING NEW PATIENTS

★★★★★ 5.0 out of 5 (402 ratings)

### Specialties

Cardiology

Request an Appointment

## Experience

### Training

Wake Forest Baptist Medical Center  
Fellowship, Cardiology

Vanderbilt University Medical Center  
Residency, Internal Medicine

Vanderbilt University School of Medicine  
Medical School

### Board Certifications

Cardiovascular Disease

American Board of Internal Medicine

### Practice Locations

#### Carolina Cardiology Consultants-Greenville

877 West Faris Road, Suite B, Greenville, SC 29605 (Map)

#### Carolina Cardiology Consultants-Greer

315 Medical Parkway, Suite 200, Greer, SC 29650 (Map)

### Phone

864-455-6900

864-797-9900

## Ratings & Reviews

The Patient Satisfaction Rating is an average of all responses to the care provider related questions shown below from our survey. Patients that are treated in outpatient or hospital environments may receive different surveys, and the volume of responses will vary by question.

5.0 out of 5 ★★★★★ 402 ratings, 98 reviews

4.9	★★★★★	Provider Rating
5.0	★★★★★	Show respect for what you say
5.0	★★★★★	Spend enough time with you
5.0	★★★★★	Give easy to understand instruction
5.0	★★★★★	Know important info medical history
5.0	★★★★★	Provider explains in way you understand
5.0	★★★★★	Provider listen carefully to you

★★★★★ 6/10/2019

Have recommended Carolina Cardiology to several neighbors. Love Dr. Blanks for his patience and the courtesy he shows for my many questions. Feel that I am in excellent hands, especially if I have another serious cardiac event.

★★★★★ 6/10/2019

Very good experience.

★★★★★ 6/9/2019

I honestly don't know what my family would do without Dr. Blanks. I see him for my care but I'm in good health. But my Mom sees him as well and her health is not good. She has so much confidence and faith in him and just having him participate in her care puts her at ease. He listens and he truly cares.

★★★★★ 5/29/2019

My visits are always excellent. My doctor is very kind, professional, knowledgeable, soft spoken and communicative



Glenna G Lattimore, NP  
Family Medicine

PRACTICE ACCEPTING NEW PATIENTS



1

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# Glenna Lattimore NP

- Glenna "GiGi" Lattimore is great
- I first met GiGi when she was working at her husband's practice when I was pregnant with my son. I was a little skeptical with her then. Then she came to Hillcrest Family Practice and I had no choice but to come to her. She is GREAT!!!! She knows how to read through me well. I could not ask for a better doctor. She keeps me on my toes. Love Ya GiGi



# Who has the greatest impact on patient experience?

- Ambulatory Setting (medical practice)
  - ✓ Provider
- Acute Setting
  - ✓ Nurse and/or the APP
- Post Acute
  - ✓ Nurse and/or the APP

What are evidence based best practices?

# Provider Communication

Question: During your most recent visit, did this provider **listen** carefully to you? \***Key driver**

**How do we make the patient perceive we are listening?**

- Use computer as a bridge
- Body language
- Empathy
- Repeat back

# Provider Communication

Question: During your most recent visit, did this provider show **courtesy** and **respect** for what you had to say?

**\*Key Driver**

**How do we make the patient perceive we respect them?**

- Allow patient to speak and without interrupting for 1-2 minutes
- Allow patient's chief complaint to dictate time, "What worries you the most?"
- Don't act exasperated or give the impression they are over-reacting
- Speak slowly
- If you listen, they feel respected!

# Provider Communication

Question: During your most recent visit, did the provider spend enough **time** with you? **\*Key Driver**

## How do you make patients perceive you spend enough time with them?

- Sit down (Very important because it increases the perception of time spent with them verses standing)
- “Is there anything else you want me to know? I have time.”
- Give your full attention
- If you have addressed their “why”, they will feel you spent enough time with them

# Provider Communication

Question: During your most recent visit, did this provider **explain** things in a way that was easy to understand?

## How do you explain things in a way patients understand?

- Reflective Communication and “Teach Back” (<http://www.teachbacktraining.org/interactive-teach-back-learning-module>)
- Use simple language and avoid medical jargon, match their education level
- Include simple instructions and ask patient to repeat instructions.
- Use Computer to show images/other visual aids
- End the visit with a simple statement: “Is there anything I could have explained better?”

# Provider Communication CGCAHPS/SNF

Question: During your most recent visit did you talk with this provider about any health questions or concerns? Did the provider give you **easy to understand information** about these concerns?

## How do we give easy to understand information?

- Review educational materials while in office
- Assess literacy “use pictures” and “draw”
- Include family in teaching
- Patient Portal – Sign up for my Chart and use educational materials in EPIC.
- Review AVS

# Provider Communication

Question: During your most recent visit, did this provider seem to know the important information about your **medical history**?

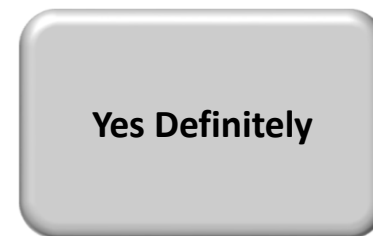
## How do we help patients perceive we know their history?

- Review chart sent from PCP or your plan from last visit and any notes before you enter room
- Take special note of medical history and tell patient you did
- Specifically reference your shared plan since last visit
- Regularly refer back to the patients medical record, “the chart says...” or share observations and summaries with the patient



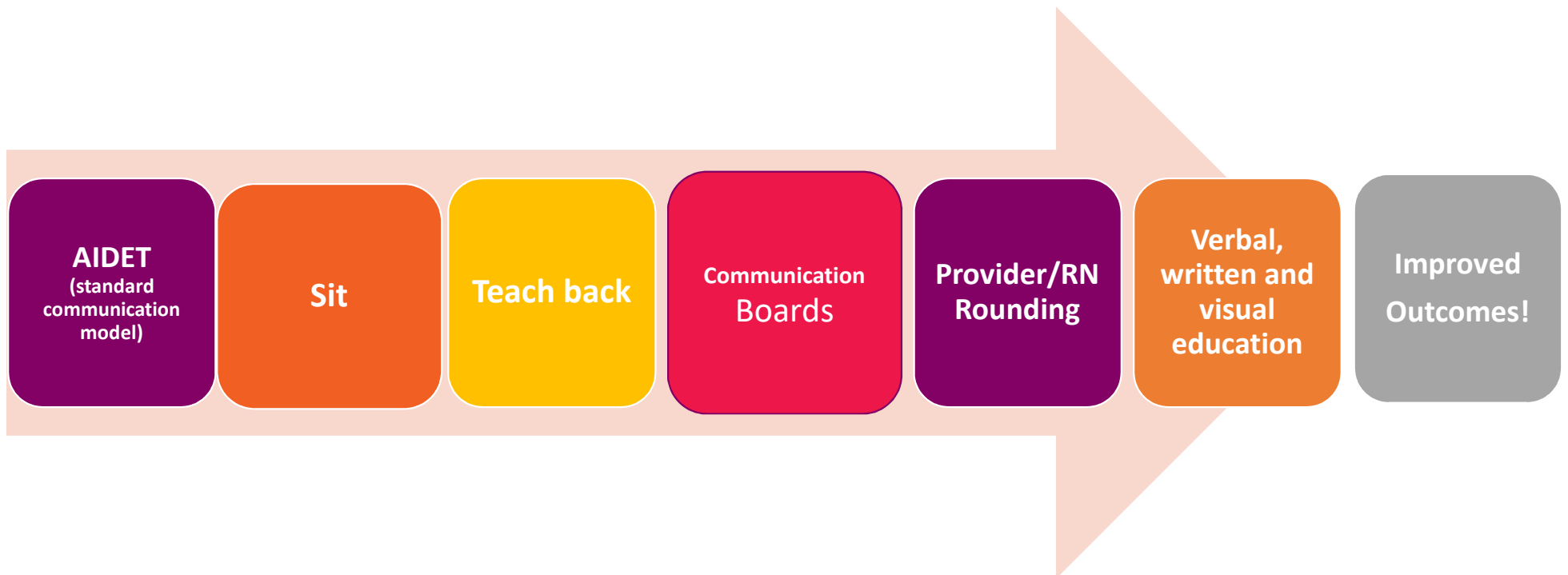
# Provider Communication

Question: Would you recommend this provider?  
Yes definitely, Yes somewhat, No



**Invest in the end: Thank them, “nice to meet you” and tell them when they are to return and how are they to contact you for problems, as well as, how they are to communicate with you between visits**

# Patient Experience Evidence Based Best Practices



How much do you agree with this statement:  
patient experience improvements  
result in or lead to improvements in quality and safety?

- Strongly disagree
- Disagree
- Agree
- Strongly Agree

# Key Takeaways

- A Positive Patient Experience is linked to improved patient engagement which yields to improved quality and safety.
- As an APP you have tremendous influence over the patients experience of care in all settings.
- Use at least 1-2 evidence based practices with every patient interaction.
- Be ready because surveying and online reviews are coming to your world.

Thank you  
what questions do you have?

The image features the Prisma Health logo centered on a background with a vertical gradient from purple on the left to orange on the right. The logo consists of the word "PRISMA" in a large, bold, white, sans-serif font, with the word "HEALTH" in a smaller, white, sans-serif font directly below it. A small "SM" trademark symbol is positioned to the right of the word "HEALTH".

**PRISMA**  
HEALTH<sup>SM</sup>