

Hoag Customer Service and Patient Satisfaction

Own It

New Employee Orientation - Working Session

2012



Since 1952...

Legacy and Reputation



What is the Hoag Experience?



What is the Hoag Experience?

Customer service aligned with Hoag's
Mission, Vision and Values



We use our professional
experience and...



And...
a collection of strategies...

to always provide
the Hoag Experience to every
patient, family member,
customer, and fellow employee.



We asked hundreds of Hoag employees ...



What does it takes to always
deliver the Hoag Experience?



What did our employees say?

In order to always deliver the Hoag Experience, we need one common approach to guide our Customer Service and Patient Satisfaction



The common approach from our employees is expressed in their phrase...



Own It



Own It

Is a mind-set and phrase that expresses the Hoag Ownership Commitment each of us has to provide the Hoag Experience



Own It Video



Own It

5 Declarations



Own It

5 Declarations

1

I own how I greet and welcome you

2

I own how I show you respect

3

I own how I engage you and discover your needs

4

I own how I assist you and personalize my actions for you

5

I own how I assist you in transitioning your continuum of care and service



Own It – Recipe Cards



Table & Group Discussion



Own It

5 Declarations

1

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Own It

5 Declarations and Actions

1

I own how I greet and welcome you

- Greet others in a manner best-appropriate to the situation
- Eye contact, facial expressions, and speech should be welcoming, friendly, and match the circumstances
- When significant to the customer, introduce yourself by name/role

2

I own how I show you respect

- Respect the diversity of each person
- Guard safety and confidentiality in all situations
- Work efficiently and effectively in an ethical manner, aligned with Hoag's Values

3

I own how I engage you and discover your needs

- Make it easy for others to explain or ask questions
- Actively and attentively listen
- Validate their needs

4

I own how I assist you and personalize my actions for you

- Collaborate and work in partnership with the patients and others to fulfill needs
- Solve issues by providing multiple solution options when appropriate
- Include others in decisions, explain what is being done, and seek the patients permission before acting

5

I own how I assist you in transitioning your continuum of care and service

- When fitting, escort the person so they are not alone, confused or lost
- Explain what will be happening next, make introductions and extend an offer for further assistance
- Provide an appropriate, authentic departing remark



There are at least two
ways to do and say
everything...



Science and an Art

6 Strategies of Experience

- 1 Speak from your heart **and** your head
- 2 Focus your attention on the present
- 3 Acknowledge feelings
- 4 Speak loudly with your actions
- 5 Clarify your positive intent
- 6 Say something nice

We have the power to
change the experience...

<http://youtu.be/Wgi0t2ap-us>

HCAHPS Survey



HCAHPS

Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) Survey

- Measures patient perception of care
- Federally mandated; public reporting www.hospitalcompare.hhs.gov
- The goal is to provide the public with information helpful in choosing a hospital
- Press Ganey administers Hoag's HCAHPS

hoag OMB Control Number: 0938-0981

SURVEY INSTRUCTIONS: You should only fill out this survey if you were the patient during the hospital stay named in the cover letter. Do not fill out this survey if you were not the patient. Answer all the questions by completely filling in the circle to the left of your answer. You are sometimes told to skip over some questions in this survey. When this happens you will see an arrow with a note that tells you what question to answer next, like this: Yes

No → If No, Go to Question 1

Please answer the questions in this survey about your stay at Hoag Memorial Hospital Presbyterian. Do not include any other hospital stays in your answers.

Please use black or blue ink to fill in the circle completely. Example: ●

YOUR CARE FROM NURSES

1. During this hospital stay, how often did nurses treat you with **courtesy and respect**?
 Never
 Sometimes
 Usually
 Always
2. During this hospital stay, how often did nurses **listen carefully to you**?
 Never
 Sometimes
 Usually
 Always
3. During this hospital stay, how often did nurses **explain things** in a way you could understand?
 Never
 Sometimes
 Usually
 Always
4. During this hospital stay, after you pressed the call button, how often did you get help as soon as you wanted it?
 Never
 Sometimes
 Usually
 Always
 I never pressed the call button

YOUR CARE FROM DOCTORS

5. During this hospital stay, how often did doctors treat you with **courtesy and respect**?
 Never
 Sometimes
 Usually
 Always
6. During this hospital stay, how often did doctors **listen carefully to you**?
 Never
 Sometimes
 Usually
 Always
7. During this hospital stay, how often did doctors **explain things** in a way you could understand?
 Never
 Sometimes
 Usually
 Always

THE HOSPITAL ENVIRONMENT

8. During this hospital stay, how often were your room and bathroom kept clean?
 Never
 Sometimes
 Usually
 Always
9. During this hospital stay, how often was the area around your room quiet at night?
 Never
 Sometimes
 Usually
 Always

YOUR EXPERIENCES IN THIS HOSPITAL

10. During this hospital stay, did you need help from nurses or other hospital staff in getting to the bathroom or in using a bedpan?
 Yes
 No → If No, Go to Question 12
11. How often did you get help in getting to the bathroom or in using a bedpan as soon as you wanted?
 Never
 Sometimes
 Usually
 Always
12. During this hospital stay, did you need medicine for pain?
 Yes
 No → If No, Go to Question 15
13. During this hospital stay, how often was your pain well controlled?
 Never
 Sometimes
 Usually
 Always
14. During this hospital stay, how often did the hospital staff do everything they could to help you with your pain?
 Never
 Sometimes
 Usually
 Always

(continued...)

HCAHPS (how often a service was provided)



OMB Control Number: 0938-0861

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(continued...)

Care & Communication

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2. During this hospital stay, how often did nurses **listen carefully to you**?
3. During this hospital stay, how often did nurses **explain things** in a way you could understand?
4. During this hospital stay, after you pressed the call button, how often did you **get help** as soon as you wanted it?



HCAHPS (how often a service was provided)



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(continued...)

Hospital Environment

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9. During this hospital stay, how often was the areas around your room **quiet** at night?

11. How often did you **get help** in getting to the bathroom or in using a bedpan as soon as you wanted?



HCAHPS (how often a service was provided)

15. During this hospital stay, were you given any medicine that you had not taken before?

- Yes
- No → If No, Go to Question 18

16. Before giving you any new medicine, how often did hospital staff tell you what the medicine was for?

- Never
- Sometimes
- Usually
- Always

17. Before giving you any new medicine, how often did hospital staff describe possible side effects in a way you could understand?

- Never
- Sometimes
- Usually
- Always

WHEN YOU LEFT THE HOSPITAL

18. After you left the hospital, did you go directly to your own home, to someone else's home, or to another health facility?

- Own home
- Someone else's home
- Another health facility → If Another, Go to Question 21

19. During this hospital stay, did doctors, nurses or other hospital staff talk with you about whether you would have the help you needed when you left the hospital?

- Yes
- No

20. During this hospital stay, did you get information in writing about what symptoms or health problems to look out for after you left the hospital?

- Yes
- No

OVERALL RATING OF HOSPITAL

Please answer the following questions about your stay at the hospital named on the cover letter. Do not include any other hospital stays in your answers.

21. Using any number from 0 to 10, where 0 is the worst hospital possible and 10 is the best hospital possible, what number would you use to rate this hospital during your stay?

- 0 Worst hospital possible
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 Best hospital possible

22. Would you recommend this hospital to your friends and family?

- Definitely no
- Probably no
- Probably yes
- Definitely yes

ABOUT YOU

23. In general, how would you rate your overall health?

- Excellent
- Very Good
- Good
- Fair
- Poor

24. What is the highest grade or level of school that you have completed?

- 8th grade or less
- Some high school, but did not graduate
- High school graduate or GED
- Some college or 2-year degree
- 4-year college graduate
- More than 4-year college degree

25. Are you of Spanish, Hispanic or Latino origin or descent?

- No, not Spanish/Hispanic/Latino
- Yes, Puerto Rican
- Yes, Mexican, Mexican American, Chicano
- Yes, Cuban
- Yes, other Spanish/Hispanic/Latino

26. What is your race? Please choose one or more.

- White
- Black or African American
- Asian
- Native Hawaiian or other Pacific Islander
- American Indian or Alaska Native

27. What language do you mainly speak at home?

- English
- Spanish
- Some other language (please print): _____

ADDITIONAL QUESTIONS ABOUT YOUR STAY
Now that we have asked you to tell us about what happened during your stay, we want to ask you about how well we met your needs.

Overall Rating of Hospital

21. Using any number from 0 to 10, where 0 is the worst hospital possible and 10 is the best hospital possible, what number would you use to rate this hospital during your stay?

22. Would you recommend this hospital to your friends and family?



Dot Up

June 2012

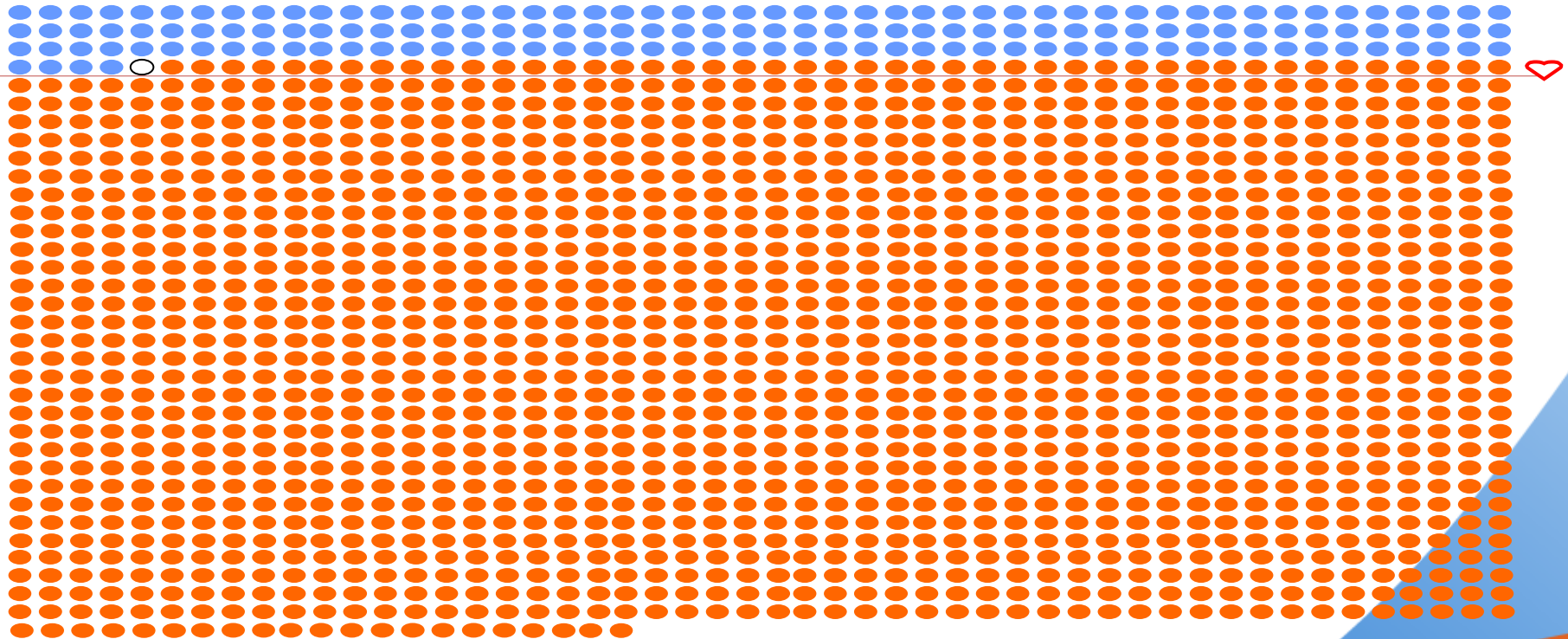


Dot Up

8

Rate Hospital Overall June, 2012

Better than Hoag
 Hoag
 Worse than Hoag



HCAHPS	Target	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
	> Hoag	311	195	232	173	156	154						
	< Hoag	1416	1578	1558	1565	1578	1566						
"Always"	>83%	76	79	78	80	81	81						
Rank	>90	82	89	87	90	91	91						



Data Base: 1728 (January), 1774 (February), 1791 (March), 1739 (April), 1735 (May), 1721 (June)

Dot Up

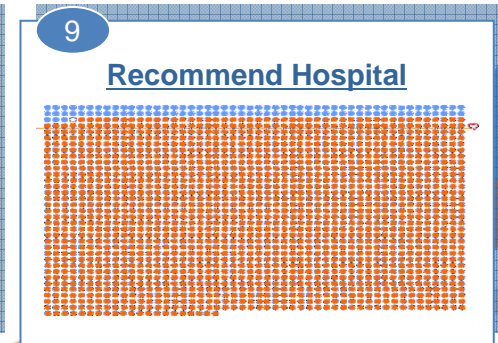
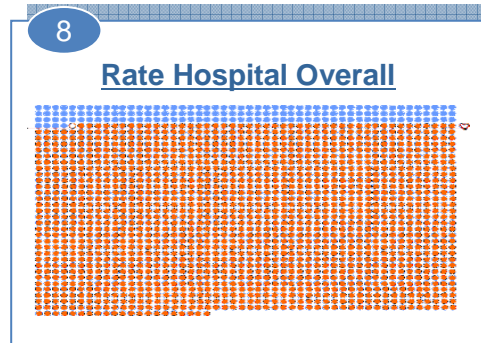
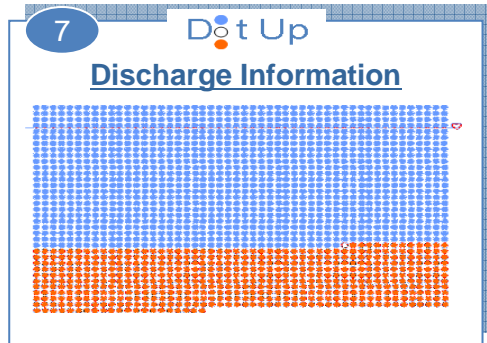
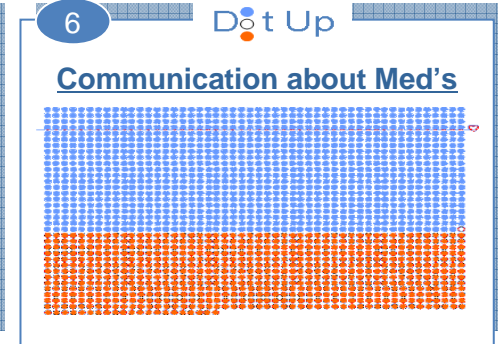
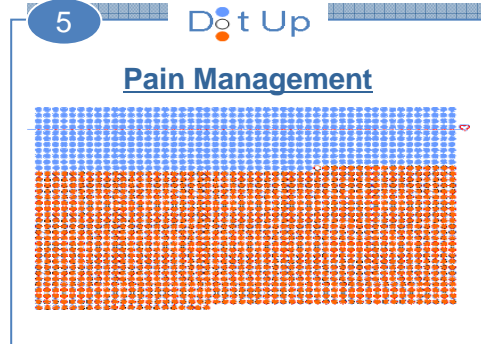
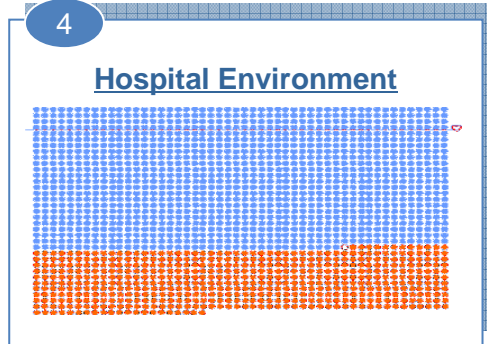
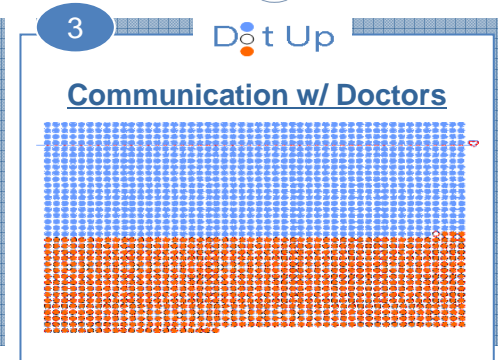
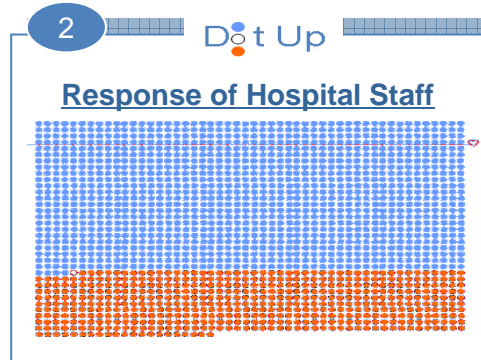
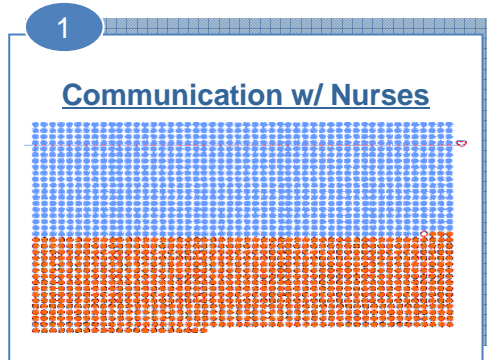
Dot Up Increase in Rank from prior Month

HCAHPS - June, 2012

Better than Hoag

 Hoag

 Worse than Hoag



Hoag compared against 1721 other hospitals

Owners Manual



~ 8,900



We are all “Hoag”



Own It ED Video



Thank you
and have a
wonderful day



Own It

5 Declarations

