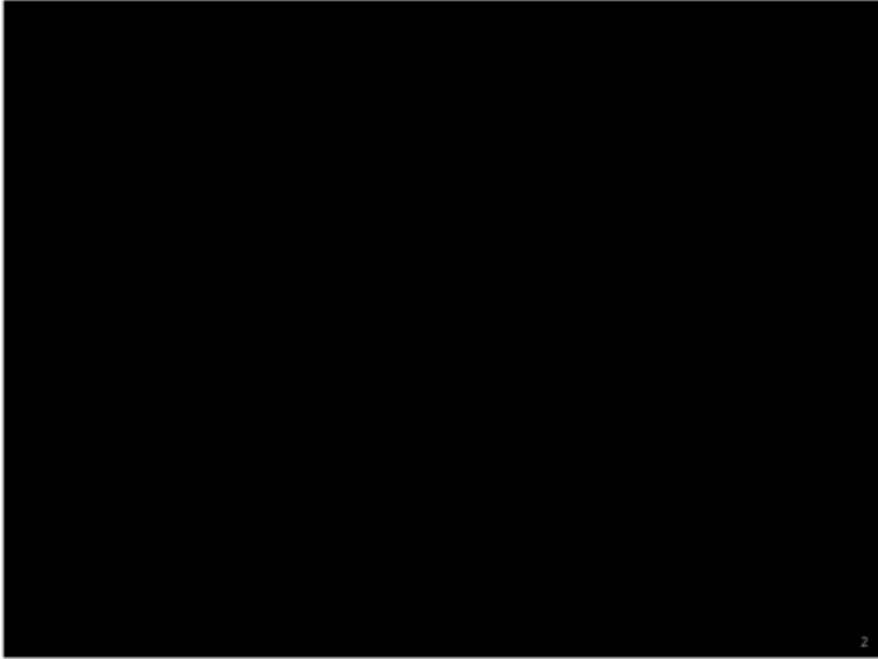


Patient Satisfaction

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<https://www.youtube.com/watch?v=9K3cNcru0Ms>



What is Satisfaction?

- Satisfaction has been explained as the state of pleasure or contentment with an action, event or service
 - It is determined considerably by the expectations of customers and their experiences
- Following factors play a critical role in the satisfaction of patients:
 - the attitudes of nurses toward patients,
 - the capacity to deliver prompt service without wasting time,
 - ability to disseminate information to patients, and
 - the availability of up-to-date equipment

Patient Satisfaction

- When patients are satisfied, both the immediate care and subsequent clinical outcomes are enhanced.
- There is only one reason that is above all others is - quality of care.
- When the quality of care is high, satisfaction will be measurably high.
- Improving patient satisfaction means,
 - Enhancing the experience of care,
 - This results in a more positive patient evaluation.

Importance of Patients' Satisfaction

- Why it is important
 - It is a measure of quality of care
 - It is both a component of care as well as outcome of care
 - Most basic understanding of Patient Experience is that
 - it is the interaction between the *whole organization and the patient*.
- When patients are satisfied, both the immediate care and subsequent clinical outcomes are enhanced.
- At the same time, when the quality of care is high, satisfaction will be measurably high

Importance

- In spite of its importance in delivery of quality health care:
 - Patient satisfaction still does not occupy its proper place of respect and attention.
 - Many take it for granted
 - Many feel that it requires only common sense for obtaining patient satisfaction
- Those nurturing above feeling blame the
 - “soft,” idiosyncratic, and unpredictable nature of patient satisfaction.

Importance

- Patient satisfaction can be a core strategy for achieving and sustaining the hospital
- Done correctly the institution will
 - Achieve higher quality of care;
 - Achieve more staff contentment with their jobs and turnover will be lower;
 - Be more likely to stay financially healthy;
 - Strengthen competitive position ; and
 - Be less likely to be sued
- It is also an accreditation requirement (NABH, JCI etc)
- Healthcare is different from other purchasable goods or services in that its performance affects one's very life.

Relation of Patient Experience with Patient Satisfaction

- There is no universally accepted definition of patient satisfaction
- There is also no universally accepted tool to measure patient satisfaction
- Many survey tools exclusively measure patient experience such as:
 - Waiting times
 - The quality of basic amenities
 - Communication with health care providers

Relation of Patient Experience with Patient Satisfaction

- To what extent patient experience explains satisfaction is not clear
- WHO maintains that
 - Patient experience accounts for only a small fraction of the unexplained variation in health system satisfaction
- As per ISQUA, these two things are not same
 - Satisfaction surveys tend to ask subjective questions
 - Experience questions relate to the patient's actual, more objective experiences
 - They avoid value judgment

17 to 25 people in one episode of care



Source: http://www.isqua.org/docs/default-source/education-/isqua-webinar_november-2014_subashnie-devkaran.pdf?sfvrsn=0 25 May 2016

Satisfaction Vs Experience

- Satisfaction is seen as a judgment about whether expectations were met
- Patients may give positive satisfaction ratings even when experience is negative
- Example:
 - Patient may be unhappy about hurried communication with doctor
 - Still may give an adequate ratings
 - This is attributed by patients as time constraint on behalf of doctors
- Most studies use these terms interchangeably

How Patient Satisfaction Affects the Health Care Organisations

- Satisfying patients needs a considerable part of effort of all employees
- Many hospitals do not spare enough effort to obtain higher degree of patient satisfaction
- These hospitals collect patient feed backs routinely
 - The feedbacks given by patients are usually subjective in nature
 - Many of these are not actionable in the form of formulating a strategy and translate that into action

Satisfaction Affecting Hospitals ...

- To improve patient satisfaction, there are requirements of very serious efforts
 - Top leadership commitment is essential
- Positive benefits of patient satisfaction
 - Higher quality of care is achieved
 - Staff satisfaction will be of higher order
 - Bottom line of the organisation will be better
 - The hospital will be rated better than similar hospitals
 - Litigation with alleged charge of negligence and deficiency in service will be less

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Relationship Between Employee Satisfaction and Hospital Patient Experience

- Health care is an extraordinarily people-centric industry
- One of the most important ways that employee affect performance is in their interactions with customers
- The hospital services are directed towards patients' physical entity
- Nearly all treatments and procedures are administered by people
 - These include varieties of professionals using extensively equipment and materials

Employee Satisfaction and Hospital Patient Experience

- There is an array of services rendered to patients that extend beyond health care
- These include:
 - Food, hospitality and instructions
- The environment in which these care is delivered is complex and challenging
 - In this environment employees are very much stressed
 - Quality of Employees performance while engaging in interaction with patients has direct link with employee satisfaction

Perceived Relationship of Employee Engagement, Employee Satisfaction, Patient Satisfaction and Financial Performance



The Basics of Patient Satisfaction

– The scenario

- A dirty floor,
- a surprisingly tasty desert,
- a receptionist who talks on the phone and is oblivious to the patient standing next to the desk,
- a physician leaving the room before the patient fully understands the explanations or instructions,
- empathy or clear explanations from the nurse as she inserts a catheter, or
- an unkept promise that the doctor will be back in 10 minutes

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The Basics of Patient Satisfaction

- Patient satisfaction is a summation of all the patient's experiences in the hospital
- Increasing or improving patient satisfaction means enhancing patient experiences
- Experience can be mundane, positive or terrifying

Patient Experience

- Definition of Patient Experience
 - “the sum of all interactions, shaped by an organization’s culture, that influence patient perceptions, across the continuum of care”.
- Patient starts gaining the experience from various things happening around him/her:
 - These could be from the
 - hundreds of sights,
 - sounds,
 - impressions,
 - events and
 - interactions that happen in the hospital

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Patient Experience

- patient starts accumulating experience the from the
 - First glimpse of the sign,
 - The entrance to the parking lot, and
 - The encounter with the the billing counter and lastly
 - How he/she is being wheeled off at the lobby door
- In effect, experience begins before the patient gets even admitted
 - This starts in the OPD, lab, radiology, sample collection room

Patient Experience

- The overall experience could almost be doubled because of
 - Contribution by the family and friends
 - Patient experience is more often a result of consensus rather than patient's own solitary experience

Patient Experience – Importance of Communication

- Friendliness is always important
- Friendliness can be demonstrated by the verbal and non-verbal communication
- Empathy makes communication effective
- Example
 - In the ED, waiting time becomes an important issue
 - Good communication – explanations for delays – can significantly mitigate the effect of waiting time

Patient Experiences

- All things being equal, patients never ever want to use the hospital services
- When they come, they are not there for the food, décor, or company
 - They are there for serious business of diagnosis and or cure
- When patients enter hospital, their daily routines are disrupted, time tables are upset, social and economic identities get disturbed
 - Under these circumstances, patient response is significantly influenced by the events, interactions, environments, care process when under care of hospitals

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Satisfaction Surveys

- This is done by a questionnaire
 - The questionnaire should be able to breakdown data:
 - To sources of data, including
 - Nursing units,
 - Departments
 - Medical specialties
 - Shifts, and
 - Individual physicians
- These data should be analyzed by various patient characteristics such as:
 - Age, sex, first Vs repeat visits

Satisfaction Surveys

- The number of questions that can be asked are limited
 - Too few questions may not get sufficient information
 - Too many questions – patients may not fill the form
- Patients encounter thousands of experiences with people, equipment, and physical plant
- Questions cannot be asked for each of these encounters

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Satisfaction Surveys

- For example:
 - Say, in admitting section, many of the following questions can be asked:
 - Chair comfort
 - Privacy
 - Courtesy
 - Friendliness
 - Lighting
 - Lobby noise
 - Introductions
 - Explanations
 - Direction to rooms, and
 - Expression of concern

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Satisfaction Surveys

- The questionnaire cannot ask everything
 - Even if these were asked, answer may not reveal the cause
 - Say, a low score on response to the call button, causes:
 - There may be a problem in call light location
 - A high census
 - Understaffing
 - Mechanical failure and so on
 - May be it is a callous nurse
 - It may be pesky, demanding patient and are being “punished” by nurses who wait for a little while more before responding
- It is up to the health care organisations to dig deeper into the issue to discover the underlying cause
- The surveys cannot identify root causes of problems

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Satisfaction Surveys

- Satisfaction surveys capture patients' recollections and perceptions of care
 - These may not capture the reality of the event that happened exactly
 - What ever is patient's perception that is important
- If trust and empathy have been established with the patients, their perceptions will be better
- A low score on a questionnaire may mean that:
 - The quality of communication may not be good

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Satisfaction Surveys

- All surveys capture perception of patient about the care he/she receives
- These may not be objective reality.
 - It does not really matter
 - What the patient perceives is the reality.
- The whole goal of patient satisfaction measurement is
 - To elicit the *patient's* evaluation of care and not that of the provider
 - The issue of accuracy of the reality is irrelevant.

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Survey Instrument - HCAHPS

- HCAHPS is a standardized instrument used nationally in the USA for measuring patients' perspective on hospital care.
- The data is published and hospitals can be compared
- This provides an incentive for hospitals to improve
- The HCAHPS survey measures (used in USA) nine key aspects of care quality:
 - communication with nurses,
 - communication with doctors,
 - responsiveness of hospital staff,
 - pain management,
 - communication about medicines,
 - discharge information, cleanliness and
 - quietness of hospital

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Some Ideas for Improving Patient Satisfaction

- Gentle symbolic gestures can create very positive patient perception
- These gestures create an image of the hospital as friendly, caring, empathetic and competent
- These gestures on the part of the staff though simple but creates a lasting impression in the minds of the patients

First Impression

- It is said that the first impression is the best impression
 - If the patient is felt welcome, respected as a person, and
 - staff behaves with dignity and understanding, it creates a favourable environment of care
 - This can be achieved if a culture of patient and family centered care is adopted
 - Receptionist is the first person the patient will meet
 - S/He should be a person of friendly nature with good communication skills

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Source: <https://www.linkedin.com/pulse/20140408084757-231670861-does-a-welcoming-reception-or-front-desk-improve-patient-experience>

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First Impression and Welcome

- Some hospitals in the Western Countries are providing greeters at the front door
 - This is a concept first used at Wal-Mart
- These greeters are armed with PDAs and inform the respective department that a scheduled patient has arrived
- These greeters guide the patients and provide the patients and families information required by them

Lasting Impression and Powerful Goodbyes

- When the episode of care of patient ends
 - It provides an opportunity to create a memorable experience for the patient
- Discharge Process As a Last Impression
 - The process is usually lengthy and is a cause of dissatisfaction
 - This process needs to be streamlined
 - Besides billing, the process involves plenty of instructions, prescriptions, supplies, medication reconciliation etc
 - Patient should be kept informed periodically about the progress of the discharge process
 - Small gifts, gestures can make the last impression memorable



Source: <https://www.linkedin.com/pulse/part-2-defining-improving-patient-experience-james-breedon> Accessed 31 May 2016

Improving Communication and Involving Family Members

- One part of patients' hospital experience is usually overlooked is the family, children, and parents
 - They are often more aware about what is happening to their loved ones
 - Their comments and interpretation of events have an impact on patients perception and evaluation of care
- When families are also integrated into the care through good communication they become an ally
- There could be many imaginative ideas that can help improving patient experiences and satisfaction

<https://www.youtube.com/watch?v=tylvc9dY400>



Thank You

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