



*Everyone's  
a Caregiver®*

# 5 Star Survey Mastery™

**Mastering the Core Competencies  
of Patient Experience Survey  
Ratings and Improvement**



# We Engage You Design



## WE ENGAGE

Gain a buy-in from your people before buying. Too often healthcare organizations choose education systems that are rarely, if ever used. EAC offers a made-for-you frontline Engagement Orientation:

- That provides a representative group of 10-12 caregivers
- A one-hour opportunity to learn about a potential education system
- Choose a small group of modules of interest to them
- Preview them over a brief period,
- Report their insights and perceptions of potential value to your organization



## YOU DESIGN

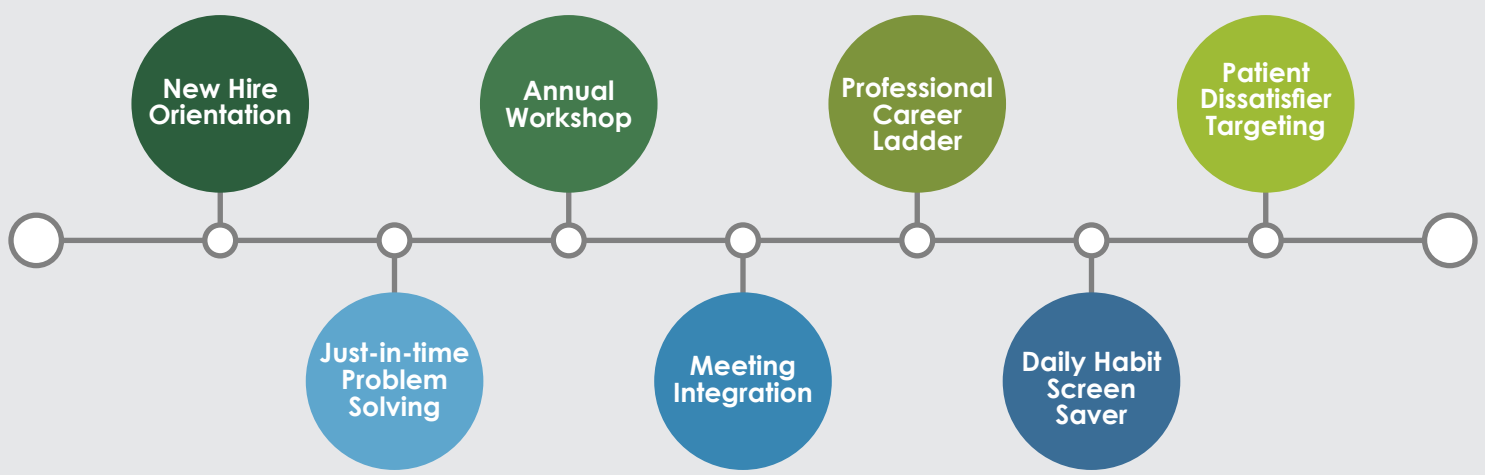
Design your annual education implementation plan beginning day one.

The EAC Engagement Model includes an educational design planning workshop for your leadership team and key influencers:

- Based on the frontline feedback your leadership team will be guided through a 90-minute WWW (Who, What, When) Session about how to create ownership from all caregivers

## Design your Own Education Model

The Everyone's a Caregiver Micro-Webinar System provides a flexible platform for you to adapt to the unique needs of your patients and caregivers by way of:



# 5 Star Survey Mastery™

## Mastering the Core Competencies of Patient Experience Survey Ratings and Improvement



### ENGAGE

#### Who should listen, watch and learn?

C-Suite, Executives, Leaders at every level, Board Members, Quality, Physicians & ACP's, and everyone committed to improving the patient experience.



### EDUCATE

#### Timely, Relevant Educational Content

Skills for Everyone. 22 Modules designed for leaders and caregivers, whether directly at the bedside or ancillary and support services.

- Organized into 6 relevant subject categories
- Hospitals, ER, Surgery, Outpatient
- Clinics, Urgent care
- Home Health & Hospice
- Long Term Care
- ACOs
- Medicare Advantage & Prescription Drug Plans

*"Very informational – on point, kept my interest with good takeaways I can implement and take back to the rest of my team."*

– JoEllen Patterson,  
CNO, Pekin Hospital



### INSPIRE

#### Learn How To

- Understand the purpose and goals of the CMS HCAHPS Inpatient Survey
- Gain insights into the credibility of all CMS CAHPS Surveys
- Become knowledgeable about the evolution and purpose of public social media "reputation management" rating sites and how they work
- Interpret the impact of social media websites that empower consumers with rating transparency
- Learn the fundamentals of reading and interpreting the patient experience survey data
- Empower your leaders and caregivers to interpret and use patient experience survey reports
- Master the five questions leaders need to know and answer about their ongoing patient experience scores
- Grow market share about star ratings and their market impact
- Gain important insights about the significant financial impact of survey ratings on market growth and decline

*"Fantastic and very to the point. Explains exactly why it's important to make every encounter count."*

– Britney Fox, RN  
Allen Parish  
Community  
Healthcare



# 5 Star Survey Mastery™

## Micro-Webinar System

### 1 PATIENT EXPERIENCE SURVEYS 101

- 1 My Personal HCAHPS Scores
- 2 Introducing Survey Mastery
- 3 Patient Experience Survey Literacy Quiz
- 4 HCAHPS 101
- 5 The HCAHPS Overall Rating “Yelp” Factor
- 6 The Integrity Factor in Patient Experience Surveys
- 7 Value Based Purchasing

### 2 MORE CAHPS SURVEYS YOU NEED TO KNOW

- 8 More Key CAHPS Surveys
- 9 The Clinicians & Groups CAHPS Survey
- 10 Long-Term Care Resident Surveys
- 11 Internal Support Services Scorecard

### 3 THE STAR STRUCK FACTOR & SOCIAL MEDIA

- 12 You're Being Watched - Social Media & The Voice of the Patient
- 13 You're Being Watched - Social Media & The Voice of the Employee
- 14 The Star Struck Factor and Patient Opinion

### 4 MASTERING REPORTING

- 15 How to Read Patient Experience Reports
- 16 Patient Experience Reporting Protocol Guide
- 17 How to Improve Patient Survey Response Rate

### 5 SURVEY COMPETENCY

- 18 A Cautionary Note About In-house Surveys or No Surveys
- 19 Advanced Class - The Star Struck Factor
- 20 The Google Rating Filter Effect

### 6 A BUSINESS CASE FOR SURVEY EXPERTISE

- 21 Making a Business Case for a Five Star Reputation
- 22 Board Policy Recommendations





# Why use the Everyone's a Caregiver<sup>®</sup> Micro-Webinar System?



## TIME SENSITIVE

Bite Size Learning 2-10 minutes at a time



## ACCESSIBLE EVERYWHERE

Smartphone, tablet, or computer



## MULTI-GENERATIONAL

Education for all generations and learning types



## NEW HIRES

Beginning day one, no longer an organizational hassle



## ACCOUNTABILITY

Managers monitor individual progress



## ENGAGE AND EMPOWER

Engage and Empower your caregivers



## JUST-IN-TIME LEARNING

Just-in-time learning equals just-in-time implementation



## GAMIFIED LEARNING

Gamified Learning – becomes a recruitment and retention tool



## MICRO-WEBINARS

Micro-webinars integrate into daily workflow



## COMMUNICATION & CLINICAL SKILLS

Communication and clinical skills are fused into a one stop shop for caregiver education

*"I am absolutely in love with the Everyone's a Caregiver App! I think this is one of the greatest tools I have seen to educate employees consistently. Great job CLS!"*

– Jeff Smith, Director of Process Improvement, Harrisburg Medical Center



# Engagement Test Drive



## THE PROBLEM

Too often healthcare organizations choose education systems that are rarely, if ever, used... and/or they quickly become a flavor of the month and are forgotten.



## THE SOLUTION

The Everyone's a Caregiver® Engagement Test Drive enables leaders to gain practical objective insights and recommendations about the value an impact of the Everyone's a Caregiver® education directly from your frontline.

## THE NEXT STEP

We facilitate a quick and easy way for your frontline caregivers to evaluate the Everyone's a Caregiver® Micro-Webinar System.



### STEP ONE

You choose a small representative group of caregivers



### STEP TWO

We facilitate a 30 minute engaging orientation for your people to learn about Everyone's a Caregiver® and how it works



### STEP THREE

Your caregivers choose a small group of 5 minute videos to watch



### STEP FOUR

Your caregivers share their feedback of their perceived value to your patients and organization

*"We get varied content so by viewing these things, it puts it in a new perspective - good for the rest of the staff to view the modules - particularly great for new hires."*

– Laura, Litchfield Family Practice Center, IL

*"This test drive idea a win-win. It was so valuable to both the organization and for personal growth."*

– Aubrey, RN, Adair County Health System

*"I thought it was great. I think it could be very useful here to develop our customer service. To create balance."*

– Chris Albertson, CEO, Presentation Medical Center, ND



# Energize Your Team

## 3 COMPLIMENTARY PRACTICAL AND INSPIRING EDUCATIONAL PRESENTATIONS YOURS FOR THE ASKING

We're all about education and love to share our expertise. Take advantage of one or all these valuable learning opportunities to improve the patient experience and employee engagement.

### MAKE TRAINING STICK™

#### Livestream Frontline Engagement

by Dorian Nottebrock, Director of Digital Learning

- Why not gain a buy-in before buy-ing?
- Gain practical objective insights and recommendations about the value and impact of the Everyone's a Caregiver® platform directly from the frontline.

### THE MAGIC OF FRONT-LINE ENGAGEMENT™

#### Livestream for Leadership

by Brian Lee, CSP HoF, Healthcare's Engagement Expert, or one of our brilliant Implementation Specialists

- 90 minutes of high energy, dynamic, and inspiring education for your entire leadership team
- Your team will learn the *12 Biggest Barriers to Frontline Engagement and How to Overcome Them*

### HOW TO INSPIRE CAREGIVER HEROES EVERYDAY™

#### Livestream Leadership Presentation

by Brian Lee, CSP HoF, Healthcare's Engagement Expert, or one of our brilliant Implementation Specialists

- This inspiring 60-minute skills-based interactive keynote focuses on *The Ten Imperatives of Caregiver Inspiration*
- Positive, uplifting best practices that are easy to do and don't cost a cent

"The best 90 minute investment in patient experience/HCAHPS leadership education and engagement we have ever made. Very well done and exceeded everyone's expectations."

– Robert Boyd,  
CEO, Linton  
Hospital, ND

"Just when I think of giving up, I have been inspired to try a little harder."

– Jason Hollis,  
Lift Team  
Coordinator,  
Tri-City  
Medical  
Center



# Three Timely Ways to Listen and Learn



Daily or weekly huddles



Meetings of every kind



Any time, anywhere via the Everyone's a Caregiver® App

## Meet Your 5 Star Survey Mastery™ Faculty



**Brian Lee** CSP, HoF

CEO, Custom Learning Systems



**Angie Charlet**

DBA, MHA, RN

CNO, Custom Learning Systems



**Mark Brodeur**

MHA, CPXP

VP of Process Improvement, Custom Learning Systems



**Dorian Nottebrock**

Director of Digital Learning, Custom Learning Systems



**Richard Hadden**

CSP

Implementation Specialist, Custom Learning Systems

## Each Webinar Includes



**A DOWNLOADABLE LEARNING GUIDE**



**DO IT ACTION STEPS**

DO IT = Daily Ongoing Implementation Tactics)



**HELP DESK SUPPORT**

Questions? Problems? Answers and support are a free phone call away, by calling 1-800-667-7325 x 2206. Monday-Friday 8:00-4:30 MT



More Information

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