

The HCAHPS

Breakthrough Series™ Webinars

 Custom Learning Systems

#1 C-Suite Role in

HCAHPS Transformation

Creating Leadership Inspiration, Engagement & Accountability to drive HCAHPS Success



The **HCAHPS** Breakthrough Series™ Webinars Sponsors:



The C-Suite Role in HCAHPS Transformation

Creating Leadership Inspiration, Engagement & Accountability to Drive HCAHPS Success

Mastering the Patient Experience & Healthcare Reform, HCAHPS & Value Based Purchasing

The Hospital Consumer Assessment of Healthcare Providers and Systems

- 32 questions. Must submit 75 per quarter.
- HCAHPS Rating System

“Always” - 4 out of 4, or a 9 & 10 out of 10.



1 – Never
2 – Sometimes
3 – Usually
4 – Always

Example: HCAHPS Domain 5- Pain Control

13. How often was your pain well controlled?

14. How often did hospital staff do everything they could to help you with your pain?

VALUE BASED PURCHASING – The New Game Changer

In Year 1, Hospitals lost **\$850,000,000**... and that's will double in the next four years.

Current HCAHPS Domains: (showing top box % floor minimums)

- Communication re Nurses (75.18%)
- Communication re Doctors (79.42%)
- Responsiveness of Staff (61.82%)
- Pain Management (68.75%)
- Communications re Medicines (59.28%)
- Cleanliness & Quiet (62.8%)
- Discharge (81.93%)
- Transition of Cares (TBA)
- Overall (66.02%)

Expect a Bandwagon Effect

- Private **insurers and payers** have adopted HCAHPS based incentives.
- **Maine State Employees** must make co-payments to hospitals below M.H.M.C. standards.

Expect CAHPS/VBP eventually for all Medicare Payment Categories

- **Home Health Care CAHPS®** Survey mandatory
- **CGCAHPS** – Developed for Clinics and Groups
- **Surgery (Ambulatory) CAHPS** - Pending
- **Long Term Care CAHPS Survey** developed for Residents and Families
- **HCAHPS for Critical Access Hospitals** – planned

Recommendations:

- Make HCAHPS improvement a top priority by setting goals to;
 - Leverage these winds of change as a **great excuse** to become **great!**
 - Treat **every** employee as a caregiver.
 - **Goal #1** – Engage **absolutely** everyone **NOW!**
 - **Goal #2** – To be **well above** the national average **in every domain** within one year.
 - **Goal #3** – To be in the **top quartile** within three years.

Here's How Your Webinar Series Works

1. Keep to the Schedule

- One HCAHPS Domain at a time;
 - One a month for 12 months

2. Engage 10%

The Goal – 10% Staff Participation

- 5% Management (all)
- 5 % Key Frontline Leaders

3. Utilize the Tools

Every webinar will include;

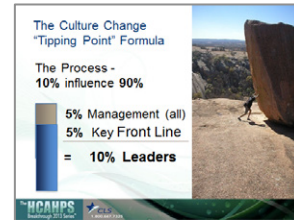
- A downloadable Learning Guide
- A Feature Implementation Tool
- A Post “Just *DO IT*” Checklist

4. Schedule a Coaching Call

Every team can schedule a free one hour coaching call from one of the Series Authors

5. Use the Series Library Access

Registrants can access the Series Library for free for one year



Imperative #1 – Educate Your Team to Serve

“Give me a lever long enough, And single handed, I can move the world.”
- Archimedes

Question:

Where are your people learning their Service Communication Skills?

The top 2 fatal mistakes the C-Suite make about HCAHPS Improvement:

1. Assume managers know what to do
2. Assume staff want to do it

HOPE Plan Example: Quiet at Night – The Quiet Revolution

Traditional Approach:

Step #1: Fix needless mechanical noises

Step #2: Institute a ‘Hush’ Campaign *Example: Yacker Tracker*

Here's the Reality: What most people don't understand is;

The only reference a patient has for *Quiet at Night*, is the **solitude of how quiet it is at home.**

Staff need to define ‘quiet’ in the hospital setting as;

- “**rest and well-being**”, not in terms of extraneous noise levels

Manage patient expectations about ‘quiet’ by asking them to judge the sounds that disturb them as ‘**sounds of care**’ instead of issuing a blanket “*It's too noisy!*” complaint.



Educate Your Team to Serve by Fully Utilizing this Webinar Series

Job #1 – Get Your Leaders Educated

How to promote 100% webinar engagement, and create positive anticipation – get everyone to *want to attend?*

Change is Good... You go first!

That's what leaders do!

Webinar Participation Ideas:

- Set an expectation – ‘This is not an option,’ and there are consequences for non-compliance
- Set an example – Sign up first & make sure everyone knows!
- Share your personal passion/enthusiasm
- Link to your strategic goals
- Challenge your Service Excellence Council to organize a campaign
- Adopt a campaign theme
- Serve food!
- Schedule as a lunch & learn
- Assign a Program Coordinator to register everyone
- Create a buddy system to take together
- Anticipate the question, “*So what?!*”
- Be sure to emphasize the “*Why?*”
- Assign ownership of each webinar to a domain champion/owner/team
- Link to your *Mission, Vision, & Values*
- Make it mandatory, but still sell the benefits!

Answer the Question:

W _____ I ___ I ___ F _____ M ___?

Recommendation:

Recognition – Honor participants with a certificate of completion!

Recommendation:

Step #1 – Make sure you have an effective HCAHPS Survey ‘Push Spread’ System
Step #2 – Make survey literacy a priority

Question:

Will you personally commit to taking all 12 modules?

Pop Quiz

Question:

Do you “walk the walk” when it comes to Patient Satisfaction Survey Knowledge and Literacy?

Quiz: (Conduct this exercise with all you leaders in one room)

- “Everyone please **stand**”
 - “Sit down if you can’t answer **Yes** to any of these 5 questions...”
1. “Do you know your latest Patient Satisfaction scores? What are they?”
 2. “Do you know how the scores have changed since the previous report? How?”
 3. “What are the top 2 things your Patients say that you do best?”
 4. “What are your top 2 Patients dis-satisfiers?”
 5. “Which dis-satisfier are all your people working to eliminate?”

What’s the point?

“Your people **can’t care** about what they **don’t know about.**” -Brian Lee, CSP

“What’s more important that what your patients and families, and the community are saying about you?”
-Brian Lee, CSP

“If your dog is fat, you’re not getting enough exercise.” -Dr. M. Sweet, Sonny’s Vet

“If your scores are not moving, your staff are not engaged, because **you** haven’t engaged them!”

Imperative #2 – Engage and Empower Your Frontline to Serve and Act

Recommendation #1: Teach HCAHPS Skills to All Staff

Option A – Frontline Train-the-trainer

Recruit and engage the “Best of the Best” frontline stars to teach an annual 3 hour HCAHPS Patient Experience Excellence Workshop to everyone.

Option B – e-Learning Modules (See Swank HCAHPS Performance Improvement Series)

Option C – Instructor Lead Classroom Education

Option D – Video Based interactive “Self Study” System

“Education without implementation is a hallucination.” -Joe Calloway

“93 % of what you learn in a classroom is forgotten within 14 days.”

-Dr. Tony Buzan, Author of Mind Maps

Recommendation #2

Schedule a weekly 15 minute staff **Service Huddle**

Recommendation #3

Schedule monthly staff “**DO IT**” **Meetings** (Daily Ongoing Improvement Tactics) that engage everyone to eliminate priority dissatisfiers.

Imperative #3 – Make Administrators & Managers Accountable to Serve and Lead

Three Critical Leadership Tactical Imperatives:

1. Visibility
2. Coaching
3. Accountability

Leadership Visibility

1. Lead by example
2. Daily leader (intentional) rounding
3. LEAN – Daily Process Audit

Leadership Coaching

1. Proactive Inspired Coaching
2. Corrective Action Coaching

Leadership Accountability

1. Leader Accountability Agreements
2. Quarterly (CEO) Service Accountability Roundtables
3. Consequences!

The Bottom Line:

- Success with your hospital's HCAHPS Survey Scores are the **difference-maker** between your hospital and another in the next city.
- Accountability to excellence in service in all HCAHPS Domains also ensures Survey Scores at or above the national average, **eliminating painful VBP monetary penalties** on CMS repayments
- You **will not be capable** of delivering excellence in service without the **full participation and accountability to goals** of every single person in your employ
- The expectation must be **made clear by the C-Suite**, from the very start, that all leaders, all SEC Members, all Frontline Leaders (SEA's and all SE Ambassadors) **will** attend each monthly HCAHPS HOPE Plan Webinar
- The Webinars are available **from a digital library**, so that participants can catch up if they miss the formal session
- There should be **no excuse** for missing an HCAHPS webinar, with penalties for non-compliance firmly in place
- A **promise and a pledge** to excellence in service from all employees opens the door to **personal responsibility and accountability**
- Accountability expected means all staff members are **not micro-managed** – free to exercise their own good judgment
- Successful accountability promotes **higher morale and self-esteem**
- When called into being, accountability instills a **positive culture and attitude** – organization-wide

Here's Why Accountability is Crucial

- Your overall patient experience is **only as good as your least accountable** managers & staff
- HCAHPS Scores are **public and transparent**
- As a **moral issue**, it aligns with your Mission & Values
- Word of Mouth **and** social media = **patient volume = bottom line**

Recommendation:

If you're Going to Act, Act with Urgency!

Team DO IT Plan

- 1. The CEO & C-Suite take **100% ownership and accountability** for improving HCAHPS scores & the overall Patient Experience.
- 2. Begin by ensuring you, **the C- Suite**, your HCAHPS Domain Owners and your Service Excellence/Quality Team **are registered** for the HCAHPS Breakthrough Series (HBS).
- 3. Based on Webinar #1 recommendations, adopt an immediate **plan of action** to:
 - Target **10% of hospital personnel** to participate.
 - Create an accountable plan to gain **100% (of 10%)** active HBS participation.
- 4. Ensure you have a relevant and effective **“push/spread”** system for reporting HCAHPS Patient Satisfaction Scores to leadership and Front Line. (*posting on bulletin boards doesn't get the job done*)
- 5. Make sure your leaders are continuously patient satisfaction **survey literate**.
- 6. Adopt the Accountability forms to your unique needs, and negotiate goals **and get signed agreements with every leader**.
- 7. Make a decision on **your preferred method of educating all staff** to learn HCAHPS skills and competencies.
- 8. Agree upon a system to ensure consistent HCAHPS improvement via **weekly Service Huddles and Monthly DO IT Meetings**.
- 9. Take the necessary steps to ensure this process does not become a “flavor of the month” exercise, but rather a permanent **sustainable culture change**.
- 10. Be aware that you can schedule a **1 hour coaching call** with HBS authors Brian or David by contacting us at 800-667-7325 or emailing webinars@customlearning.com.

Tools & Resources

To support your team to achieve its HCAHPS performance improvement goals, we are pleased to offer these value added Educational Resources and Implementation Tools. For more information give us a call at 800-667-7325, or email webinars@customlearning.com.

TOOLS

- One Hour (Free) Coaching Call
Problem solve & overcome barriers with this powerful value added Webinar Series benefit.
- The CEO's Service Excellence Initiative™ - (no charge – travel expenses only)
A comprehensive 2 day Service Audit and dynamic 4 hour HCAHPS Leadership Seminar
- HCAHPS HOPE Plan™ - Implementation System
A systematic Blueprint/Tool Kit to continually improve and sustain HCAHPS scores.
- The HCAHPS 60 Day Quickstart™
High impact training, coaching and best practices to get HCAHPS scores moving quickly.
- HCAHPS Performance Improvement E-learning Series
10 Module Online Interactive Education Series that enables all staff be HCAHPS competent.
- The Frontline Culture of Engagement Initiative™
Create a sustainable culture of employee empowerment as an Employer of Choice
- The DO IT Implementation Meeting™ – Train-the-Trainer Course
A "How-To" System to engage everyone in continuously improving HCAHPS and the Patient Experience.
- HCAHPS based Patient Experience Skills for Everyone
- Relationship based HCAHPS Skills for Nursing
- The Annual HealthCare Service Excellence - www.HealthCareServiceExcellenceConference.com
 - National Symposium on HCAHPS Success
- Brian Lee, CSP, Onsite Keynote Presentation
 - The Magic of Engagement™
 - The Six Secrets of a World Class Patient Experience™
 - The HCAHPS Hospital of Choice™

Frequently Asked Questions (and Answers)

1. How Do I Log-in?

If you have already registered for the series, please go to: www.telenect.com/u/145als79p6/ and at the bottom of the screen you will see an 'Already Registered' button. Login using your email address and the password you previously created. If you have forgotten your password please click 'I forgot my password' and you will receive an email from Telenect asking you to reset your password.

If you haven't registered for the webinar series please go to the same link above and enter all of your information to register.

If you have additional challenges logging into the webinar please contact support@telenect.com.

2. I don't know my Sponsor Code so what do I put in the field?

If you do not know your Sponsor Code please contact the individual who invited you to the webinar series. This will typically be the organization and/or your hospital who invited you to participate on the series. If you still cannot find out your Sponsor Code please insert 'Unknown' in the Sponsor Code field.

3. It is the day before a webinar and I have not received the Learning Guide. How do I get it?

We will be sending out the Learning Guide 24 hours prior to each webinar. The email will come from webinars@customlearning.com. Please check your Spam/Junk mail to see if the email has landed there. If you still have not received the email containing the Learning Guide, please go to: www.customlearning.com/hbs5/lg.html to download it. This is the same link for each webinar. We will be adding the new Learning Guide 24 hours in advance of each webinar.

Once you log-in to the webinar there will also be a link under the 'Description' containing the document download.

4. Can I get CEU's from the HCAHPS Breakthrough Webinar Series?

No. Unfortunately we do not issue CEU's for this webinar series. You can contact your governing organization to see if they are able to issue them for you.

5. I'm going to be late for the webinar or miss it entirely, can I still watch it? How long do I have to watch it?

Yes, you can begin the webinar any time after it begins at its set time. We don't want you to miss it so if you join late it will take you right to the beginning as we are recording it for the archive file. If the entire webinar has passed you can log-in to your account and access it anytime. You will have access to the webinar series for 1 year from the date the webinar originally aired.

6. How do I access the tools mentioned in the webinar including the certificate?

In order to access the tools you will need to complete the evaluation form in one of two ways. The first way is electronically. Once the webinar has finished you will be re-directed to a website where it will give you further instructions including a special log-in username and password. On the last question of the evaluation page there is a link that you can copy and paste into your browser to access all of the tools, including the certificate.

(If you are having troubles with the log-in page, please close all browser windows and try again with a fresh browser.)

The second way to access the tools is to complete the paper copy of the evaluation form and fax it into our office.

Our office will be in contact with you via email with the link to the tools.

7. How do I add/invite others to watch the webinar series?

Once you are logged in, on the right side of the screen you will see a 'Register Others' icon. Enter their email address and they will be invited to register for the Webinar Series.

8. Is there a phone number for me to call in to hear the webinar?

No. There is no phone number or conference line for you to call in to. You will need speakers on your computer.

If the video is playing, you should also be hearing the audio since they are part of the same stream.

First double check the basics:

1. Make sure you have speakers.
2. Verify that the speakers are plugged in.
3. Check to see if the speakers are working in another application. Try playing a CD.
4. Make sure the speakers are not "muted".
5. Make certain the volume of the speakers is turned up.
6. Check that the system volume in your operating system is turned up.
7. Some sound cards are only able to play audio from one source at a time, so make sure no other applications are using your sound card.
8. If your audio is not working in any other application, try restarting the system before turning to your computer manufacturers' support.

If the audio is working in other applications, you may be having a problem with your *flash player*. Run the system test to see if you are using a current version of flash. For additional sound issues please contact support@telenect.com.

V1-R5

Participant Satisfaction Report

PLEASE PRINT

This Evaluation Page can also be found at: www.lads.customlearning.com/feedback.php

Email: feedback@customlearning.com Password: [123456](#)

Or, Email/Fax this form: webinars@customlearning.com, / 403-228-6776

You've just heard from us, now we'd like to hear from you. Thank you.

We **totally employ** about # _____ full and part time staff, at _____ facilities.

1. **For me, the most valuable idea I learned and intend to use is:** _____

2. **What I would tell others about the quality of the speakers and value of the content:** _____

_____ O.K. to quote me: YES NO

3. **Presentation improvements I would suggest:** _____

4. **On a scale of 1 - 5, this presentation:** (Met My Expectations) 5 4 3 2 1 (Did Not)

5. **Featured Implementation Tool:**

Yes A. **Accountability Agreement Toolkit**

Yes B. **Interested in Scheduling Our Team Coaching Call**

6. **P.S. – My Best Tip:** _____

More on Reverse

PLEASE PRINT

First/Last Name: _____

Organization: _____ Position: _____

Address: _____ Zip: _____

Bus. Phone:(_____) _____ Extension: _____ Cell: (_____) _____

*Email: _____