

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 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.



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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™

Participant Satisfaction Report

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

Email: opinion@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. Yes Please send White Paper, "How Recruitment Best Practices will Increase HCAHPS Scores"

7. **P.S. – My Best Tip:** _____

_____ More on Reverse

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First/Last Name: _____

Organization: _____ Position: _____

Address: _____ Zip: _____

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

*Email: _____

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