Webinar Master™

Team "DO IT" Implementation System

A Step-By-Step Guide to Achieving Sustainable Improvements in HCAHPS Scores

Custom Learning Systems
1.800.667.7325 customlearning.com

Webinar Master™

Team "DO IT" Implementation System

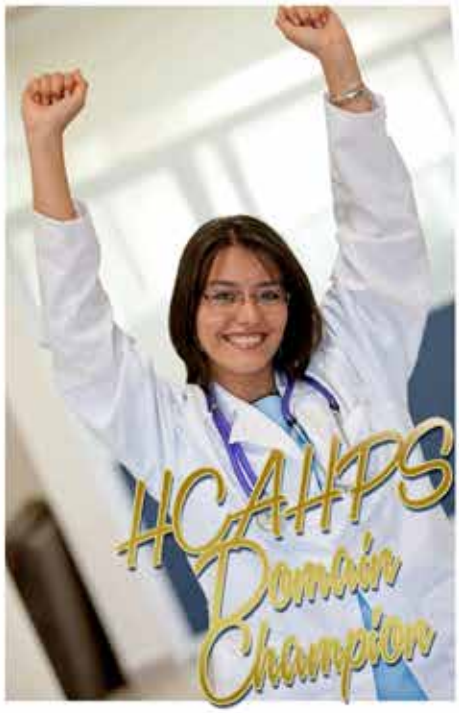
PHASE I

Planning

1. The CEO/CNO appoints an HCAHPS Breakthrough Leadership Series™ (HBS™) Coordinator

2. The CEO/CNO appoints individual HCAHPS Domain Champions/Owners
   - Recommend Domain Champion be a Senior Leader or Supervisor (see next page planner)
   - Ideally members of your Service Excellence/Patient Experience Council, but not required

3. Your HBS/Series Coordinator schedules a pre-webinar planning meeting to set the following:
   - Your Participation Goal:
     - All leaders/managers and supervisors
     - Key frontline staff relevant to the topic
   - Additional priority attendees targeted for each webinar, for example:
     - Cleanliness – Environmental Services
     - Communication About Medications – RNs, Pharmacists
     - Physician Communication – Physicians, PAs, Mid-levels
   - Pick a creative theme, i.e. "Movie Night" (and provide popcorn!) – see sample flyer attached
   - Serve lunch/food/snacks *(and they will come!)*
   - Schedule for 90 minutes (60 minutes for webinar, 30 minutes to develop a DO IT Plan)



4. Schedule each HBS™ webinar session twice
   - You have the option to view at the regularly-scheduled time, or at your convenience from the on-demand library
   - And at an alternate time slot that works for those unable to attend the live presentation.
   - Note: you can access the HBS™ Library for up to 3 months following completion of final webinar #13

5. Be sure to register every member of your Executive Team, Senior Leadership, Service Excellence/Patient Experience Council, HCAHPS Domain Owner/Champions, and Key Front Line Influencers

6. Each HCAHPS Domain Owner will chair "their" post webinar's debrief

7. Ensure current HCAHPS Patient Experience Survey reports are available for every attendee

8. Pre-print and provide copies of the Webinar Learning Guide for every attendee

Webinar Master
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HCAHPS Domain Champion Planner

THE BIG PICTURE

- Nursing/Clinical Leaders to own the domains marked with an asterisk* (#4, 5, 6, 7 & 8)
- Recommend CNO be responsible for either "Nurse Communication" or "Responsiveness of Staff"
- Each domain be assigned a chair and co-chair
- Recommend every position be a leader (rather than Frontline)
- Depending on hospital size, each domain may require a committee/team
- Overall and Willingness to Recommend must be owned by the C-Suite

	HCAHPS Domain	HCAHPS Domain Owner/ Domain Champion (s) (First & Last Name)	Recommend Selection Criteria
1.	Quiet at Night		• "Any non-Clinical Leader
2.	Cleanliness of Patient Rooms		• Director of EVS/Housekeeping
3.	Communication with Doctors		• Needs to be a Physician or NP or PA that is well respected by peers
4.	Communication with Nurses*		• Either the CNO or a Nurse Leader
5.	Responsiveness of Staff*		• Either the CNO or a Nurse Leader
6.	Pain Care*		• Nurse Leader • or Director of ER
7.	Communication about Medicine*		• Nurse Leader or Pharmacist (or both)
8.	Discharge Information*		• Nurse Leader and/or Case Manager or Hospitalist
9.	Transition of Care		• Nurse Leader and/or Case Manager or Hospitalist
10.	Overall Rating	CEO/Executive Team	
11.	Willingness to Recommend	CEO/Executive Team	

*Primarily Nursing

PHASE II

Webinar Agenda

1. Begin every session by inviting attendees to share "**Good News**" either personal or professional since the previous meeting.
2. Enjoy viewing the webinar
3. Be sure to schedule **30 minutes to debrief**, utilizing the Webinar's Team "**DO IT" Plan**, and agree upon Action Steps for each recommendation Note: Use the accountability question "W.W.W.H.?" Who will do What by When and How
4. **Take minutes**. Forward copies to your Executive/Senior Leadership Team and/or Clinical Manager's Meeting and Patient Experience Council (see attached 'Minute Master' form).
5. Conclude every session with "**Good of the Patient**," a final comment from every participant about the value of the session and their best take-away.

PHASE III

Implementation

1. **Act with Urgency**! Be aware that 93% of what you learn will be forgotten within 14 days if not put into action. Use it or lose it!
2. Celebrate and **acknowledge** progress!
3. Be sure to forward **Evaluation forms** to CLS in order to obtain each webinar's free tool(s)
4. Schedule a (complimentary) **half hour coaching session** with the webinar's authors
5. **Register every new active webinar participant** to ensure they will be sent reminders and educational materials directly to their email inbox
6. Constantly encourage participants to plan to take the online post-webinar series test in order to earn their CHPP Certification (**Certified HCAHPS Practicing Professional**)
7. Consider scheduling a specific webinar as monthly staff "**DO IT" Meeting**
8. Take advantage of the opportunity to book your Brian Lee 2-day on-site "**Ignite the Patient Experience**" Initiative, to create a three year 5-star plan

To book a Call or ITPE (on-site visit), please contact:
Rhonda Stel at 1-800-667-7325 ext. 200
or email rhonda@customlearning.com

5-Star Model for Improvement

HCAHPS Breakthrough Leadership Series™ (HBS)

To ensure your team effectively utilizes this Webinar Series, we have consulted with high performing hospitals, who have significantly improved their HCAHPS scores, by applying the following five tactics:

1. Appoint an HBS Webinar Series Conductor

Administration appoints an HBS Coordinator who schedules all webinars as a lunch and learn

- Either following the scheduled series or offer it on-demand from the library on your own timetable
- Invites and registers all leadership, nursing, clinical as well as ancillary and support managers
- Pre-prints each webinar's 12-15 pages learning guide
- Sends out a webinar invitation and orders a lunch/snacks

2. Role of the CEO and CNO

The CEO and CNO commit to:

- Attending all 13 webinars
- After the 13th webinar take the certification test and earn their "Certified HCAHPS Practical Professional" (CHPP) designation

3. Appoint HCAHPS Domain Champions

- The CEO and CNO confirm the appointment of Domain Champions
- Utilizing the "Webinar Master" planning guide
- Leaders enjoy a meal and the company of their colleagues watching each webinar that is scheduled for one hour

4. Post Webinar Debrief

Following the completion of the webinar, the Domain Champion leads a discussion "Who will Do What by When and How, utilizing the workbook's one page "DO IT" plan that contains a comprehensive set of recommendations, best procedures, skill sets and systems.

5. Implementation

The Domain Champion may also have a Co-Chair and/or Implementation Committee i.e. "Transition of Care Coordinating Committee"

- The Domain Champion/Committee owns the follow up implementation for the next two years

HCAHPS Breakthrough Leadership Series™
HBS Leadership Engagement Planning Tool

Position	Name	
A Service Excellence / Patient Experience Council Chair		☐
B HCAHPS Breakthrough Leadership Series (HBS) Coordinator		☐
C Patient Experience Survey Vendor-Report Coordinator		☐
D Service Excellence - Patient Experience Manager/Staff		☐
HCAHPS Domain	**Owner / Champion**	
1 The C-Suite Role in HCAHPS Transformation	CEO/Administrator	☐
Invite:		☐
#1. Date: Time:	#2. Date: Time:	
Free Webinar Tool: Accountability Agreement		
2 Quiet at Night	Owner:	☐
Invite:		☐
#1. Date: Time:	#2. Date: Time:	
Free Webinar Tool: Brian Lee's e-book "Satisfaction Guaranteed"		
3 Cleanliness of Patient Rooms	Owner:	☐
Invite:		☐
#1. Date: Time:	#2. Date: Time:	
Free Webinar Tool: Service Excellence Council Charter		
4 Communication about Medicines	Owner:	☐
Invite:		☐
#1. Date: Time:	#2. Date: Time:	
Free Webinar Tool: Patient Medication Education Team Charter		
5 Communication with Doctors	Owner:	☐
Invite:		☐
#1. Date: Time:	#2. Date: Time:	
Free Webinar Tool: Skillful Physician Communication At-A-Glance (Poster / Card)		
6 Communication with Nurses	Owner:	☐
Invite:		☐
#1. Date: Time:	#2. Date: Time:	
Free Webinar Tool: The SERVE and AIDET mini-posters / Brian Lee's e-book "Keep Your Nurses For Life"		

HBS Leadership Engagement Planning Tool *(continued)*

HCAHPS Domain	Owner / Champion	
7 Discharge Information	Owner:	☐
Invite:		☐
#1. Date: Time:	#2. Date: Time:	
Free Webinar Tool: Three Questions asked Three Ways to Guarantee a Satisfied Discharge Experience / Discharge Charter		
8 Pain Care	Owner:	☐
Invite:		☐
#1. Date: Time:	#2. Date: Time:	
Free Webinar Tool: Pain Care Resources Team Charter / Pain Care Management Flow Chart Form / Nominate a Pain Care Angel Poster / Pain Care Angel – Nomination Form		
9 Responsiveness of Staff	Owner:	☐
Invite:		☐
#1. Date: Time:	#2. Date: Time:	
Free Webinar Tool: Service Recovery Tool Kit / Rapid Cycle Improvement Planner		
10 Transition of Care	Owner:	☐
Invite:		☐
#1. Date: Time:	#2. Date: Time:	
Free Webinar Tool: The Skilled Nursing Organization / Personal Care Plan Checklist / Care Transition Team Charter		
11 Overall Rating	Owner:- Executive/Senior Leadership	☐
Invite:		☐
#1. Date: Time:	#2. Date: Time:	
Free Webinar Tool: The CEO's Engagement Checklist / Semi-Annual Leadership Empowerment and Retention Survey / The Patient and Family Advisory Council Charter / Active Physician Engagement Checklist / The Top 20 ED Must Have's		
12 Willingness to Recommend	Owner: - Executive/Senior Leadership	☐
Invite:		☐
#1. Date: Time:	#2. Date: Time:	
Free Webinar Tool: Ideas Worth Quoting and Reading / Community First Council Charter		
13 Applied Inspiration		☐
Invite:		☐
#1. Date: Time:	#2. Date: Time:	

HCAHPS Breakthrough Leadership Series™ Minute Master©

Who will do What by When and How	**Day:**	**Date:**
Location		
Chaired by:	Minute Taker:	
In Attendance:		
Not in Attendance:		
Meeting Called to Order at:	Meeting Adjourned at:	

Agenda **DO IT** Item	Decision/Action – **WHAT & HOW**	**WHO**	**WHEN**

How we measure progress/success:

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 x202, or email webinars@customlearning.com.

☐ **Thirty Minute Coaching Call** *(Complimentary)*
Problem solve & overcome barriers with this powerful value added Webinar Series benefit.

☐ **Brian Lee**, CSP, HoF, **Live Stream Keynote Presentation**

- Magic of Engagement™ (90 minutes)
- How to Win Back Every Single Patient™ (60 minutes)
- How to Inspire Caregiver Heroes Everyday™ (60 minutes)
- Reignite Your Community Reputation™ (60 minutes)

☐ **Ignite the Patient Experience™** (Administrative fees only)
A comprehensive 2 day Service Engagement and dynamic 4 hour HCAHPS Leadership Seminar

☐ **The Everyone's a Caregiver® App**
A time-sensitive web-based learning tool to educate and empower everyone in your hospital, and improve patient satisfaction scores.

- HCAHPS based Patient Experience Skills for Everyone™
- Relationship based HCAHPS Skills for Nurses™
- The Patient Centered Clinic™
- Transform the Resident Experience™

☐ **HealthCare Service Excellence Conference** - HealthCareServiceExcellenceConference.com

- HealthCare Service Excellence Live Stream Summit
- HealthCare Service Excellence Full 3 day Destination Conference
  - Includes the Annual CAHPS Symposium

Frequently Asked Questions *(and Answers)*

1. How do I register?

You need a personal invitation email to register. Anyone who is registered can invite you! See question 7.

2. How do I log-in?

If you have already registered for the series, please go to: **webinars.customlearning.com** and you will see the login field. 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 us asking you to reset your password.

If you have additional challenges logging into the webinar please contact **webinars@customlearning.com** or **1.800.667.7325 x202**

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

Your Sponsor Code is pre-populated after you register from the link in your emailed invitation.

4. 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 a reminder email with a link to download your Learning Guide 24 hours prior to each webinar. The email will come from ***HCAHPS - Custom Learning Systems***. Please check your Spam/Junk mail to see if the email has landed there.

If you still have not received the email, be sure that you have registered, go to the appropriate webinar and download by clicking the ***Access Learning Guide*** link. We will be adding the new Learning Guide 24 hours in advance of each webinar.

5. Can I get CEUs from the HCAHPS Breakthrough Webinar Series?

Unfortunately, we do not issue CEUs for this webinar series. You can contact your governing organization to see if they are able to issue them for you.

6. 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 airs 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.

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

Once you are logged in, on the top right side of the screen, click the ***Invite Others*** button. Enter their email address, click ***add email***, then click ***Send Invitations Now***. They will receive an email invitation to register for the webinar series.

8. 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.

After you complete your evaluation, there is a link that you can click to access all of the tools, including the certificate.

The second way to access the tools is to complete the paper copy of the evaluation form, and fax or email it to our office. **Fax: 403-228-6776 or email webinars@customlearning.com**

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

9. 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. 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.

If you have no sound, double check the basics:

1. Make sure you have speakers
2. Verify that the speakers are plugged in
3. Make sure the speakers are not "muted"
4. Make certain the volume of the speakers is turned up
5. Check to see if the speakers are working in another application.
6. If your audio is not working in any other application, try restarting the system before turning to your computer manufacturers' support
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/speakers

For additional sound issues, please contact your institution's technical support team.

The HCAHPS Breakthrough Leadership™ Series Tool Kit

This comprehensive HBS™ competency based education program includes 24 ready-to-use how-to tools: To obtain a copy, simply send in your evaluation from for each webinar.

The C-Suite Role in HCAHPS Transformation™

1 **Tool:** Leadership Accountability Agreement Forms

Quiet at Night – The Quiet Revolution™

2. **Tool:** Satisfaction Guaranteed e-Book

Cleanliness of Patient Rooms – Cleanliness Matters™

3 **Tool:** Service Excellence Council Charter

Communication about Medicine – Medication Education Imperative™

4. **Tool:** Patient Medication Education Team Charter

Communication with Doctors – Skillful Physician Communication™

5. **Tool:** Skilled Physician Communication At-A-Glance Poster, and Skilled Physician Communication At-A-Glance Three Thoughtful Questions that Guarantee Improved HCAHPS Scores *(Reference)*

Communication with Nurses – Relationship Based Nurse Communication™

6. **Tool:** S.E.R.V.E. Communication Tool Mini Poster
7. **Tool:** Keep your Nurses for Life e-Book

Discharge Information – Discharge Satisfaction Guaranteed™

8. **Tool:** Three Questions asked Three Ways to Guarantee a Satisfied Discharge Experience.
9. **Tool:** Discharge Team Charter

Pain Control – Compassionate Pain Care™

10. **Tool:** Pain Care Resource Team Charter
11. **Tool:** Nominate a Pain Care Angel Poster and Pain Care Nomination Form
12. **Tool:** Pain Care Management Flow Sheet

Responsiveness of Staff – Revolutionize Staff Responsiveness™

13. **Tool:** Service Recovery Sample Policy
14. **Tool:** Rapid Cycle Improvement Planner

Transition of Care – Care Transitions Done Right™

15. **Tool:** The Skilled Nursing Organization Checklist
16. **Tool:** Person Care Plan Checklist
17. **Tool:** Care Transition Team Charter

Overall Rating – The High-Performing Overall Hospital™

18. **Tool:** The CEO's Engagement Checklist
19. **Tool:** Semi-Annual Leadership Empowerment and Retention Survey
20. **Tool:** The Patient and Family Advisory Council Charter
21. **Tool:** Active Physician Engagement Checklist
22. **Tool:** The High Performing Emergency Department Tool Kit

Willingness to Recommend – The Power of Word of Mouth Marketing™

23. **Tool:** Ideas Worth Quoting and Reading
24. **Tool:** Community First Council Charter

Get Your Popcorn! Get Your Candy! Get Your HCAHPS!

A series of webinars based on specific HCAHPS domains to help achieve improvements in patient experience scores.