The Power of Word-of-Mouth Marketing

12

Willingness to Recommend

HCAHPS Breakthrough Series

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The Power of Word-of-Mouth-Marketing

Willingness to Recommend

To help you create a hospital experience that patients will enthusiastically recommend.

Questions:

- How Important is a word-of-mouth recommendation to you in choosing a:
  - Movie?
  - Smartphone app?
  - Lawyer?

Caution: Advertising will not bring back people who don't like you or are afraid of you

- **84%** of consumers say they either completely or somewhat trust recommendations from family and friends about products & services.
- **88%** of people trust **online reviews written by other consumers** as much as they trust recommendations from family & friends.
- You have **100% control over your Influence** when the patient is under your roof…
- You have **0%** when they're gone!

Source: www.getambassador.com and Nielsen

Questions:

1. Would your patients and family recommend your hospital to their family and friends?
2. Would *you* recommend your hospital to your family and friends?
3. Do you remove your badge and slip it into your pocket because you don't want people asking you rude questions about your hospital?

Our Point…

Being able to earn positive recommendations about your hospital from patients and their families is the cornerstone of:

- your reputation
- your keeping and growing volume
- your financial well-being
- and your legacy in your community

> *"What's more important than what your patients and families, and the community are saying about you?"*
> *– Brian Lee*

Recommend Survey Questions and Why they Matter

Question:

Why does your "Recommend" score matter to you?

HCAHPS Domain – Willingness to Recommend

Survey Question:

Would you recommend this hospital to your family and friends?

"Willingness to Recommend" is:

- A patient's retrospective view of his total experience, and its perceived value
- Like the "Overall" score, it's a subjective comparison to their expectations
- Judged a positive or negative. No "undecideds"
- A choice in which they deduct the "service failures" from the good "moments of truth"
- A strong predictor of patient's likelihood to return

The Keys to Earn "Definitely Yes":

- Proactively manage patient's expectations – Anticipate needs
- Employ all means possible to quickly make the best of every situation
- Continually assess and improve your service, drawing upon the range of "listening posts" we've suggested to you
- Be non-judgemental. Avoid misconceptions about people. Rely only on evidence-based information
- Apply the healing power of touch, intentional presence, and empathetic non-verbal communication
- Be assertive in preparing the patient and family for continued recovery at home

You are likely to be "Recommended" when you meet these care expectations:
Staff response to:

- Patient concerns and complaints
- The inconvenience of being hospitalized (Fear of the future. Will I be okay? Life after discharge?)
- My pain – and how well it was managed

Domain Owners:

CEO, COO, CNO, CME and all Managers, Supervisors across all Departments… and everyone who receives a paycheck or is a volunteer.

Current National Threshold is;

(Rated a 4 – "Always")

72%

What's Yours? _____%

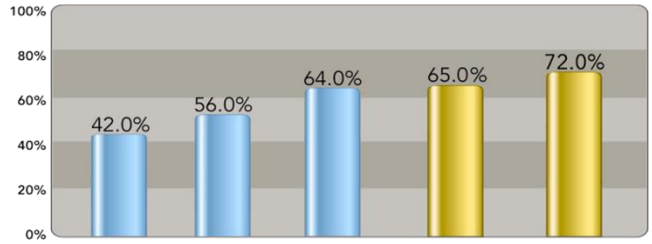
The Drive-By Factor

- How much (lost) business **drives past you** each year, on the way to **your competitors**?
- How much would you like to **win back?**

Due to positive word of mouth, **admit 1, 2, or 3 more inpatients a day** *(for a 3-day stay)* for 1 year at an average of **$1,860** per day: *(Example)*

- 1 admission per day = **$2,036,700**
- 2 admission per day = **$4,073,400**
- 3 admission per day = **$6,110,100**

Remember: Your "Recommend" ratings are public



Because "Will you Recommend?" is:

- the **first place** people look on CMS survey
- the **most powerful** referral you can get
- a **summary judgment** of how good you are as a hospital

The Power of Referrals: How Patients Choose Hospitals

Question:

"Are your patients and their families telling their story of their stay… the way you hope they will?

Which of these purchases/decisions do you like to have referrals for?

- Lawyer
- Physician
- Home repairs
- New restaurant
- Car dealership/salesman
- College
- TV series
- Financial planner
- Realtor (and best local schools near a new home)
- Painless, affordable dentist

For which of these things do you like to read reviews, comments, and ratings?

- Books - on Amazon
- Smartphone apps
- Trip Advisor advice
- Hotels
- Restaurants

Please note that these are all forms of referrals!

Why do you like to be asked for a referral?

- You were satisfied with the service and care provided
- You feel flattered
- Like giving opinions
- You're seen as expert
- A trusted critical eye
- Thought to be smart
- Feel increased status
- And in-the-know
- You liked the people
- A way to 'pay it forward'
- You want your friends to benefit

Conversation-Starters to Ask For a Referral

- "I'm so pleased to hear you say we kept you comfortable. We'd be grateful if you'd share your experience with family and friends…"
- "Would you do us a favor and tell them when you get home?"
- "Or "Would you be kind enough to post your comments on our google site?"

Question

- When patients recount their hospital experience to family and friends, are they not giving you a referral? (Positive or negative)
- How do you ensure patients receive the kindest, most personal care?

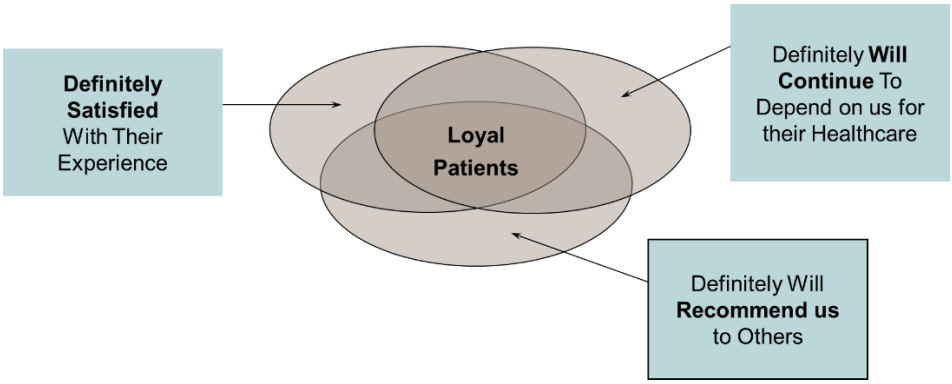
To Summarize:

Rather than worry about patient happiness, focus on:

- Patient comfort
- Patient participation
- Patient education
- Patient healing

Unleash the Priceless Value of Lifetime Patient Loyalty

The Three Attributes of Lifetime Patient Loyalty



Service Defined…

- *"Adding people to what you do…"*
- *"Treating patients as you would like your friends treated…"*
- *"An attitude of gratitude…"*
- For both internal and external customers

Everyone is a Caregiver

*"There are those who **serve the patient**, and there are those who **serve those** who serve the patient."*

– Anonymous

Question

- What do we expect as customers?

1._____

2._____

3._____

- What's the point of making this list?

The Point…
If this is what *we* expect, then this is what we should deliver

- Would **your** Patients/Residents, say you consistently meet **their** expectations?
- Can you name three places that consistently meet your expectations?

1._____

2._____

3._____

My Point…
In a world of mediocrity, just consistently meet or manage your patients' expectations and you'll be a star

If everyone focused on meeting patients' expectations, we would have:

- Higher patient satisfaction
- Greater job satisfaction
- Lower staff turnover
- Better word of mouth
- Higher census
- Greater revenue
- Job security
- Raises!
- Be known as a Provider of Choice!

Question

Would patients rate you *always*, return again and again, and recommend you to others, if they could depend on their expectations of care being met?

> *"When love is **lost,***
> ***Fault** is found."*
> *– Chuck Nelson's Mom, CEO, Aspirus Keweenaw Hospital*

What You Expect Makes a Difference

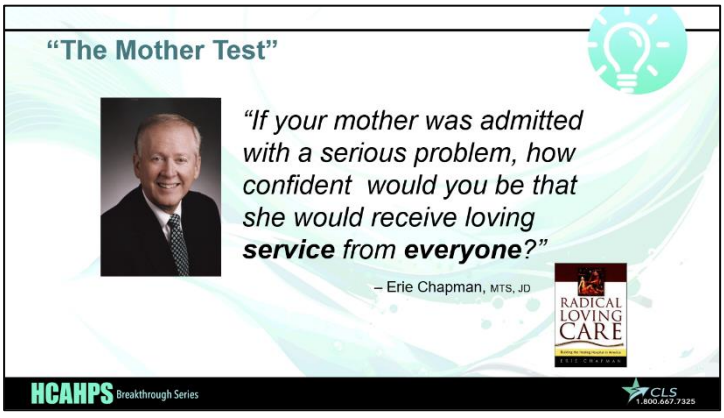
When our expectation are met:
"There's a pleasant release of dopamine, and a general feeling of well-being"

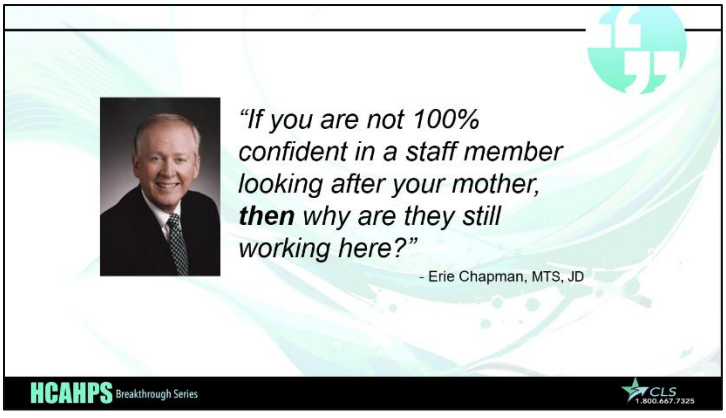
When our expectation are **NOT** met:
*"Our brain doesn't just get slightly unhappy, it sends out **a message of danger or threat**"*
– David Rock, *Your Brain at Work;* Harper Collins, 2009

Our Point

- The challenge is to consistently meet patient & family expectations
- By definition, you will exceed their expectations
- And they'll be willing to recommend
- And that will only happen with and through engaged, empowered frontline staff!

Take the "Mother Test"





The Patient Reality Check

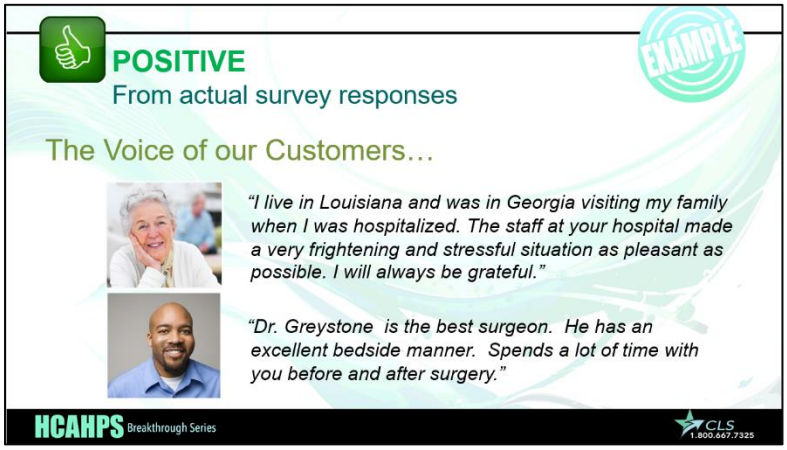
Question:
Do you recall the personal impact a patient or family member had on you, when they honestly shared their feelings about what they:

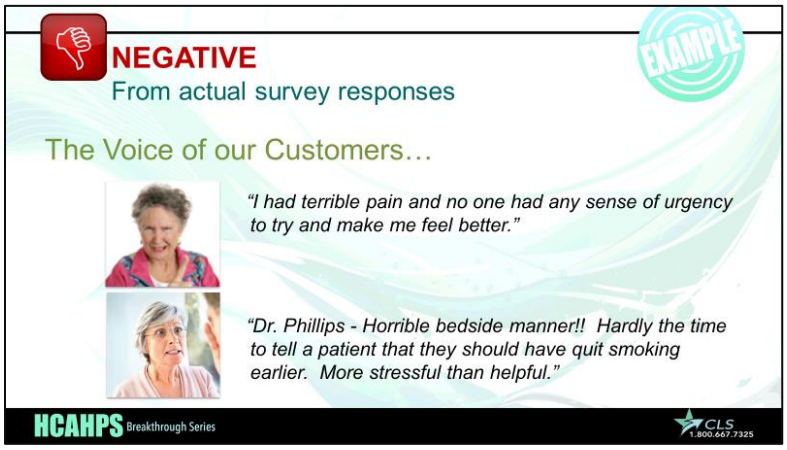
- Liked and valued about you and your care?
- Disliked about you and your care?

Keep in mind **most** patients' reluctance to give negative feedback

Why won't patients tell you how they honestly feel about you, while they're under your care and control?

Recommendation:
At your next staff meeting or Service Huddle, take turns reading patient verbatim comments out loud to each other, in the emotional tone in which they were written.





If Your Patient Satisfaction Survey Vendor Uses the Phone to Collect Comments…
Ask your Manager to play them at a staff meeting
Nothing's as powerful as hearing patients tell their hospital experience in person!

To Summarize:
When and how will you invite a patient/family member (or internal customer) to share their perceptions at a special staff meeting?

Charter a Community First Council

Have you even wondered why, **despite high scores** in other HCAHPS domains, ratings for "Willingness to Recommend" **lag behind**…?

We refer to it as **"community memory**."

"Community Memory" Defined

- It's the tendency to remember instances of poor service that happened years ago at your hospital.
- Even if a patient's experience with you has been excellent, that patient may remember a less successful stay by a relative or friend, an event that goes back as long ago as a decade.
- This influences his opinion of even the superior care he received with you last week: if your hospital was judged harshly years ago, that memory, that story, is likely to cloud today's perception.
- What do you do?

"People don't change their minds, but they do make new decisions, based on new information."
– Zig Ziglar

Galvanize your hospital with outreach into the community you serve. Appoint a "**Community First**" Council.

Mission

- To communicate the value of your hospital's excellent patient care to your community
- To re-educate the community to see your hospital as a resource for education and support about healthy lifestyles and well-being – not just as a place to go when sick.

The Council has one function: "to better the health of the community."

- Creates **awareness** via all available media.
- **Gives awards** and recognition for lifestyle improvements of every kind.
- Be enthusiastic **advocates** for celebration of all national healthcare awareness days.
- Uses the good offices of its membership to lead the community to **new understanding of smarter lifestyles.**
- **And "Walks the Talk!"**

Make it a Powerhouse Group

- Stack your Council with **energetic membership.**
- Choose **high-profile citizens,** committed to public health.
- Make the Council a **coveted appointment.**
- Design a prestigious **induction ceremony.** Your CEO leads swearing-in ceremony. Local newspaper coverage with pictures is a must.
- Council meets **bi-weekly at hospital.** Visible!
- **Lunch monthly** at the hospital cafeteria. Be seen!
- Is the **motor force** behind **"Community First"**
- Council **unafraid to create public excitement about hospital!**

The Accountability First Step:

Who **W**ill do **W**hat by **W**hen & **H**ow?

What's the BEST idea you've heard on this webinar?

- _____
- _____
- _____

How **soon** will you put it/them to use?

_____

_____

CHPP Designation:

Make Plans to Earn Your *CHPP* Designation

Become a "**C**ertified **H**CAHPS **P**racticing **P**rofessional" by taking the (optional) final test at the completion of this series.

C.H.P.P. Benefits

- Sense of **personal accomplishment.**
- Creating a **critical mass of expertise** to improve the patient experience.
- Completing the test is a **valuable learning experience.**
- Will **inspire others** by example.
- Invaluable addition to **your resume.**

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Tools & Resources

Tools

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 x2202, or email webinars@customlearning.com.

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Problem solve & overcome barriers with this powerful value added Webinar Series benefit.

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

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

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- The Patient Centered Clinic™
- Transform the Resident Experience™

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

Tools

Team DO IT Plan

☐ 1. Recruit and empower a **Medication Education Team** utilizing the Team Charter provided.
- Schedule a first meeting.
- Use the Charter to prioritize an Action Plan.
- Set an attainable goal for HCAHPS Survey improvement in this Domain within the next quarter.

☐ 2. Schedule a "**Medication Education Workshop**" for current nursing staff and every new clinical hire. Utilize this Webinar as a teaching tool.
- Access the **Webinar Library**. It's a great free training tool. If you're registered, you're in!

☐ 3. Make patient education a "**very big deal**", utilizing the "**Big Five**" **DEATS** acronym.

☐ 4. Use **role-playing** as a critical staff education tool for situations where patients are reluctant to bring up troubling questions, or won't admit they don't understand.

☐ 5. Don't hesitate to drill your staff on their "**teach back**" skill-set.
- Teach the elements of "**Active Listening**" to build rapport. Make it a core skill.

☐ 6. Empower your Nurses to **question prescriptions** if there is reason for a second look. Make sure your Provider understands why. Be sure you have a policy that protects RN's from MD's disruptive behavior.

☐ 7. Show your team the benefits of "**conversation-starters**." Encourage them to edit, adopt, and make them their own.

☐ 8. Model the skills for **involving families** in decisions and care-giving after discharge.

☐ 9. Ensure you have a protocol for **Medication Reconciliation** at all transition points.

☐ 10. Schedule **Pharmacist Rounding** on an "as needed" basis.

☐ 11. Remember to **recognize and reward** your staff. Give props to innovators as well as the steady performers.

☐ 12.. Schedule a first "**Rapid-Action Meeting** of fellow "Domain Owners", to adopt a "Medication Education Team" DO IT Plan," based upon our model.

Participant Satisfaction Report **PLEASE PRINT**

HCAHPS Breakthrough Leadership Series

This Evaluation Page can be accessed online: Click Here to complete online.
Or, Email/Fax this form: webinars@customlearning.com / 403-228-6776

You've just heard from me, now I'd like to hear from you. Evaluation is the "genius" of growth and we sincerely value your contribution to this learning experience. 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. Community First Council Charter

   Yes B. I will complete the CHPP (Certified HCAHPS Practicing Professional) test to earn my certification

6. **P.S. – My Best Tip**: _____

   _____

   _____ ❑ More on Reverse

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