

C-Suite Role in HCAHPS Transformation

HCAHPS Breakthrough Series

Thank You
Partners

NORTH CAROLINA ASSOCIATION FOR
HEALTHCARE QUALITY





OUR COMMITMENT



OUR CREED

We make a difference in the lives of people who make a difference in the lives of people



OUR MISSION

Creating a 5 Star Culture of Healing Kindness



OUR PASSION

Creating Patient Relationship Experts



OUR VISION

Kindness Care Everywhere



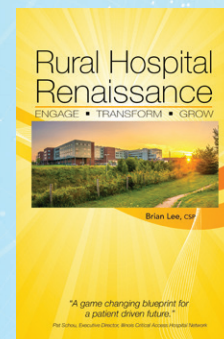
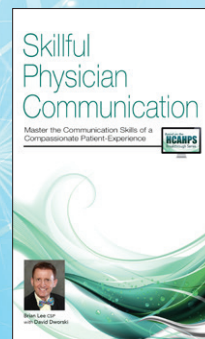
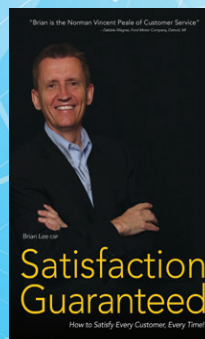
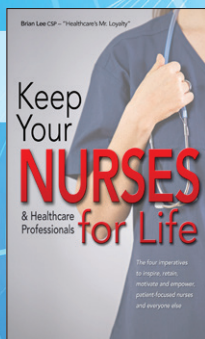
Kindness Care Everywhere

Brian Lee CSP

Healthcare's Engagement Expert



- Founded Custom Learning Systems Group Ltd., 1984
- Author of 8 books and 68 Audio/Video programs
- #1-Rated Customer Service Speaker in the world - 2 years (International Customer Service Association)



UPLIFT THE PATIENT & EMPLOYEE EXPERIENCE

Opportunities, Optimism & Ownership



ROSEN SHINGLE CREEK, ORLANDO, FLORIDA

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2022

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1.800.667.7325



The C-Suite Role in HCAHPS Transformation

Creating Leadership Inspiration, Engagement & Accountability to Drive HCAHPS Success

Two points...

1. You never solve your HCAHPS problems until your frontline owns them
2. “The speed of the Leader is the speed of the team” – Arabic saying

The Star Struck Factor

Not only is the patient watching you, the world is watching you.

Physician Star Ratings impact volume and revenues

– Aaron Clifford of Binary Fountain

Their study concluded physicians:

- Who had a **3-star rating** on **review sites** had on average **2% new patient volume**
- With **4.5 stars or higher** had **17% new patient revenues**

<https://www.healthleadersmedia.com/innovation/build-brand-loyalty-focusing-patient-experience>

The Big Picture in HCAHPS & the Patient Experience

Be aware of the Engagement/Service Link

1% Change in Employee Morale = 2% Change in Patient Satisfaction

4 Steps to Sustainability

- + Leadership
 - + Engagement
 - + Education & Tools
 - + Accountability
- = Sustainable Results!**

“It doesn’t take an instant more, or cost a penny more, to be empathetic than it does to be indifferent.”

- Brian Lee, CSP

Personal engagement is no longer an option! Without it, we won’t be able to improve anything, such as:

- Patient Experience
- Clinical Outcomes
- Patient Safety
- Hospital Readmissions
- Hospital Acquired Infections
- Compliance

Why is Patient Satisfaction so important to you?

1. Our community deserves it
2. Patients get better faster
3. Enhances job satisfaction and employee morale
4. Helps grow market share
5. Creates job security
6. Makes us more competitive
7. Makes us more financially viable and...
8. It’s the right thing to do!



HCAHPS & Value-Based Purchasing At-A-Glance

"Give me a lever long enough, and single handed, I can move the world."

- Archimedes

Question:

Where are you learning about HCAHPS/Patient Experience Improvement?

The top 2 fatal mistakes hospitals make about HCAHPS Improvement:

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

The Hospital Consumer Assessment of Healthcare Providers and Systems Survey

- ☐ **29 questions***. Must submit 25 completed surveys in a four-quarter period.
- ☐ **HCAHPS Rating System**
"Always" - 4 out of 4, or a 9 & 10 out of 10.



Example: HCAHPS Domain 2 – Quiet at Night

9. During this hospital stay, how often was the area around your room quiet at night?

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

VALUE BASED PURCHASING – The New Game Changer

Good News: There are financial incentives for improving HCAHPS Scores!

Bad News: There is no money

PPS Hospital's Medicare based DRG payments were reduced by 2.0% to pay for VBP incentive payments

PPS Hospitals now have At Risk: **\$1,900,000,000**

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

- ♦ Communication with Nurses (80%)
- ♦ Communication with Doctors (80%)
- ♦ Responsiveness of Staff (65%)
- ♦ Pain Management* (71%)
- ♦ Overall (73%)
- ♦ Communications about Medicines (62%)
- ♦ Cleanliness & Quiet (67%)
- ♦ Discharge Information (87%)
- ♦ Transition of Care (51%)
- ♦ Willingness to Recommend (72%)

Expect CAHPS®/VBP eventually for all Medicare Payment Categories

- **Home Health Care CAHPS®** Survey mandatory (HHCAHPS)
- **Outpatient & Ambulatory Surgery** (OAS CAHPS)
- **Clinician & Group Survey** (CG CAHPS)
- **Emergency Departments Survey** (ED CAHPS)



What's in It for Me?

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!

Answer the Question:

W_____ I___ I___ F_____ M___?

Why Your Survey Response Rate Matters

When converting from an **in-house survey** to a statistically **valid peer group survey**, you may be in for a rude awakening!

Recommendation:

1. Leverage these winds of change as **good excuse to become great!**
2. Empower **EVERYONE** as a Caregiver!

Seven Ways to Improve Your Response Rate

1. Inform Patients at Admitting

"We are a learning organization striving to improve and will be sending you a short survey after discharge asking you how we did and how to improve. Would you be kind enough to complete it?"

2. Anticipate Patients Objections

"I understand there have been times when I've been reluctant to answer these surveys myself, because nothing ever seems to get done, so why waste your time! However, we at (your facility name) do take patient feedback very seriously."

3. At discharge the nurse asks

- *"We're all committed to providing an excellent patient experience"*
- *"May I ask a small favor of you?" (wait for a response)*
- *"When you receive an envelope (like this) or phone call, from our patient survey provider, would you please complete the survey and send it in?" (wait for a response)*

4. Hand them a brightly colored paper as a reminder of what you just asked

5. At the conclusion of your post discharge call, repeat questions from #3

6. Send a reminder letter or email from your CEO

7. Put up Poster Reminders

We need your help

We're all committed to providing an excellent patient experience. May I ask a small favor of you? When you receive an envelope or phone call from your patient survey provider, would you please complete the survey?"

Respectfully, ACME Healthcare

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 x2202, or email webinars@customlearning.com.

Tools

- ☐ **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



Everyone's a Caregiver

Mission

Transform the Patients' Experience
through Education, Engagement
and Empowerment

What is Everyone's a Caregiver?

- A time-sensitive web-based learning tool to educate and empower everyone in your hospital to master the skills, competencies, and best practices of HCAHPS domains, and improve patient satisfaction scores
- Everyone's a Caregiver™ is targeted for two key educational audiences:
 - **HCAHPS Skills for Everyone™** 39 modules designed for all hospital personnel, whether directly at the bedside, or ancillary and support personnel
 - **HCAHPS Nursing Skills™** 57 modules developed expressly for all nurses
- The Everyone's A Caregiver™ video web series can be viewed in two convenient learning formats:
 - 3 to 12 minute bite-sized training modules
 - 40 to 60 minute lunch and learn
- All learning modules can be accessed from a smart phone, tablet, or computer

Why should I use this product?

- Reduce labor productivity costs by enabling staff to access these critical education topics during non-peak times, 24/7
- Track their individual and group progress at a click of a mouse
- Watch your HCAHPS scores soar



*"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 and constantly. Great job CLS!!"*

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

EVERYONE'S-A-CAREGIVER

The HCAHPS Educational Video Web Series



Your team will learn how to:

- Create a house-wide culture with a focus on delivering consistent, compassionate care to patients and their families throughout a hospital stay
- Fine-tune interpersonal communication skills to quickly create rapport with patients and their families, thus building healing relationships
- Eliminate all "avoidable suffering" with skills to be responsive – and bring calm to – patients with anxiety, fear and related emotional concerns about an uncertain future
- Turn frontline staff into "influentials" who demonstrate personal responsibility for HCAHPS success to their peers
- Always provide a hospital experience that patients will enthusiastically recommend

Rave Reviews from Nurses

"Engaging, passionate and evidence-based."

– Paula Martin, RN, Clinical Education Coordinator,
Memorial Hospital & Health Care Center, Jasper, IN

"Informative and focused on important aspects that we may miss, simple things that really make a difference. Excellent content and quality."

– Terri McHugh, RN, Service Excellence Leader,
McDonough District Hospital, Macomb, IL



Transform the Patients' Experience
through Education, Engagement
and Empowerment

HCAHPS SKILLS FOR EVERYONE™

Everyone's Role as a Caregiver

- 1 We're All Caregiver's
- 2 Why Patient Satisfaction Is Important
- 3 What Gets Measured, Gets Treasured
- 4 HCAHPS and Value Based Purchasing
- 5 Managing Expectations
- 6 DO IT™ Meetings
- 7 Service Huddles
- 8 Sentence Starters
- 9 Attitude!

Quiet

- 10 Quiet Questions and Why They Matter
- 11 Managing Noise Expectations
- 12 Quiet – Healing Time
- 13 Quiet Sentence Starters
- 14 License to Silence

Cleanliness

- 15 Cleanliness Questions and Why They Matter
- 16 Freedom to Clean
- 17 Cleanliness Sentence Starters

Staff Responsiveness

- 18 SERVE and AIDET – Non-Clinical
- 19 The Six Foot Rule
- 20 Service Recovery
- 21 No Pass Zone
- 22 The "Live It" – Platinum Rule
- 23 Managing Up

Overall

- 24 The Overall Survey Question and Why It Matters
- 25 Courteous Communication
- 26 Respectful Communication
- 27 Mindful Communication
- 28 Empathizing with Difficult Behaviour
- 29 Non-Verbal Communication
- 30 Phone Skills
- 31 Awards and Recognition
- 32 Line Management
- 33 Lean Tools
- 34 Personal Excellence

Willingness to Recommend

- 35 Recommend Survey Questions and Why They Matter
- 36 The Power of Referrals
- 37 The Patient Reality Check
- 38 Inspiring Stories
- 39 Ideas Worth Quoting and Reading

HCAHPS NURSING SKILLS™

Communication about Medication

- 1 Medication Education Questions and Why They Matter
- 2 New Medication Education Checklist
- 3 Preceptor Role: Medication Education
- 4 Medication Education Tools
- 5 Patient Medication Coaching – a Very "Big Deal"
- 6 Medication Education Teach Back
- 7 Medication Education Sentence Starters

Communication with Nurses

- 8 Communication with Nurses Questions and Why They Matter
- 9 Nurse Team Mission Statement
- 10 Chat Time
- 11 AIDET and SERVE - Clinical
- 12 Bedside Reporting
- 13 Nurse Communication Tools
- 14 Nurse Communication Sentence Starters
- 15 Nurse Communication Key Questions

Discharge Information

- 16 Discharge Questions and Why They Matter
- 17 Avoidable Readmissions
- 18 The Power of the Checklist
- 19 Discharge Starts at Admitting
- 20 Discharge Coaching – Daily
- 21 Discharge Coaching – Day Prior
- 22 Medication Reconciliation
- 23 Discharge Coaching – Going Home Day
- 24 Post Discharge Phone Calls
- 25 Discharge Packet
- 26 Discharge Teach Back
- 27 Discharge Sentence Starters

Pain Control

- 28 Pain Control Questions and Why They Matter
- 29 Pain Is the 5th Vital Sign
- 30 Pain Myths
- 31 Ethics of Pain Management
- 32 Pain Control Mission Statement
- 33 Effective Pain Assessment
- 34 Manage Pain Expectations
- 35 Medicate for Pain Relief
- 36 Alternate Pain-Reduction Strategies
- 37 Post Discharge Pain Management
- 38 Pain Care Tools
- 39 Skilful Pain Care Communication
- 40 Pain Care Sentence Starters
- 41 Pain Care Collaboration
- 42 Pain Care Imperatives

Responsiveness of Staff

- 43 Staff Responsiveness Questions and Why They Matter
- 44 Call Light Response
- 45 Hourly Rounding
- 46 Staff Responsiveness Sentence Starters

Transition of Care

- 47 Care Transitions Questions and Why They Matter
- 48 Personalized Care Plan
- 49 Patient Accountability for Self Management
- 50 Medication Self Mastery
- 51 Care Transition Tools
- 52 Communicate, Collaborate, Coordinate
- 53 Care Transitions Sentence Starters
- 54 Care Transitions Collaboration
- 55 Care Transition Vital Questions

The Hospital Environment

- 56 Quiet Tools, and the Never-ending Job Jar
- 57 Hospital Infections & Commonly Occurring Micro-organisms

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 x2202

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.



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. **Accountability Agreement Toolkit**

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

6. **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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