



Strategies for Optimizing Patient Satisfaction and Engagement

Louisiana MGMA Conference

August 20, 2015

About Your Presenter...

Scott Everson, CHBME

- Vice President of Business Development for PracticeMax
- Over 30 years in the Physician Practice Management Industry
- Past President of the Healthcare Billing & Management Association (www.HBMA.org)







Piper

Things don't get better by chance...



...they get better by change!

Jim Rohn



Agenda

What does Patient Engagement Mean?

The Importance of Patient Engagement

Patient Engagement Strategies

Using Satisfaction Research to Improve Patient Engagement

Understanding the Results and How to Use Them

WARNING: Do Not Forget About HIPAA



What does Patient Engagement Mean?

➤ Providers and patients *working together* to improve health

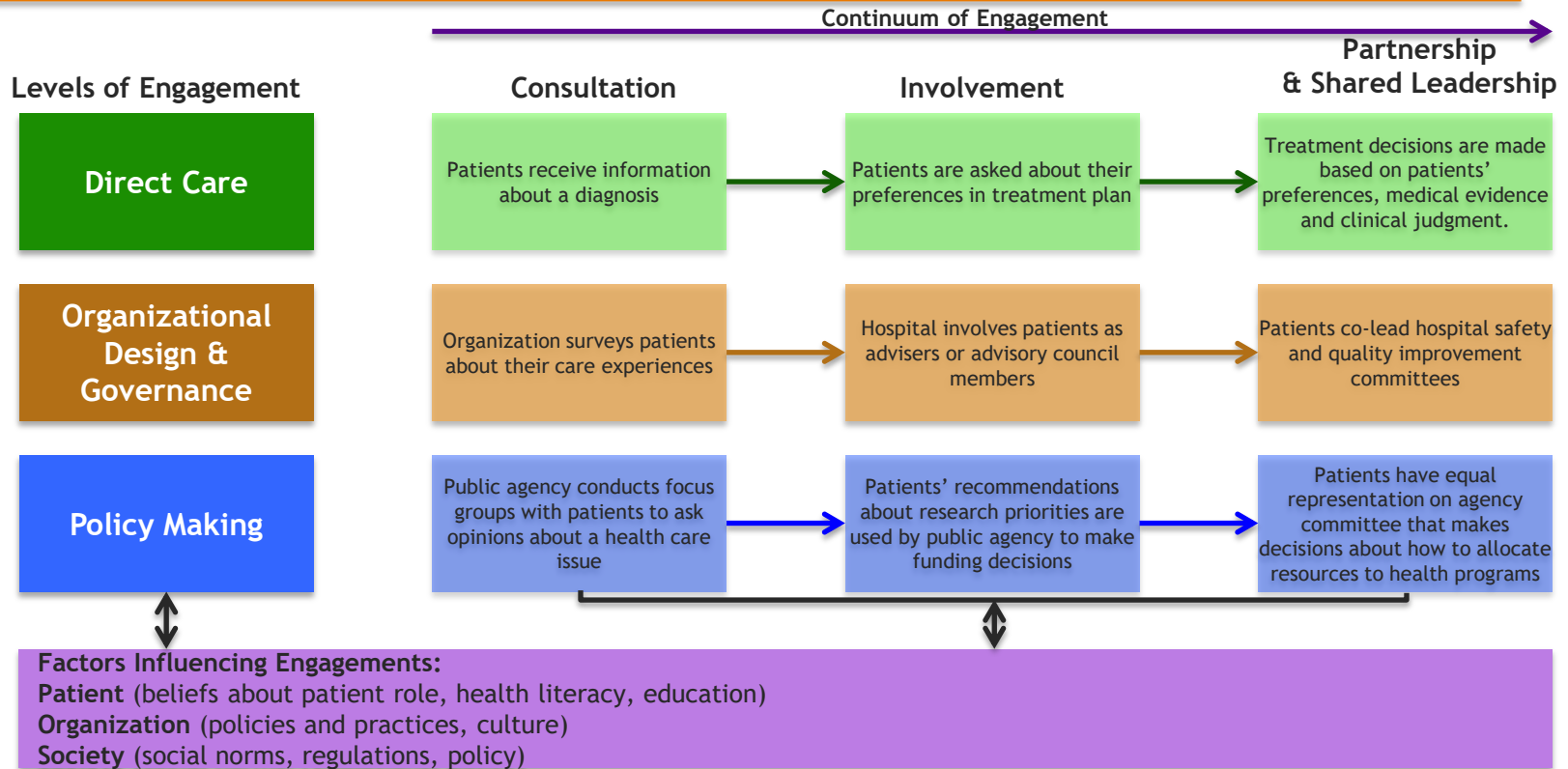
--or--

➤ Increased patient *awareness* of and *active involvement* in their own physical/mental/emotional well being



What does Patient Engagement Mean?

A Multidimensional Framework for Patient & Family Engagement in Health Care



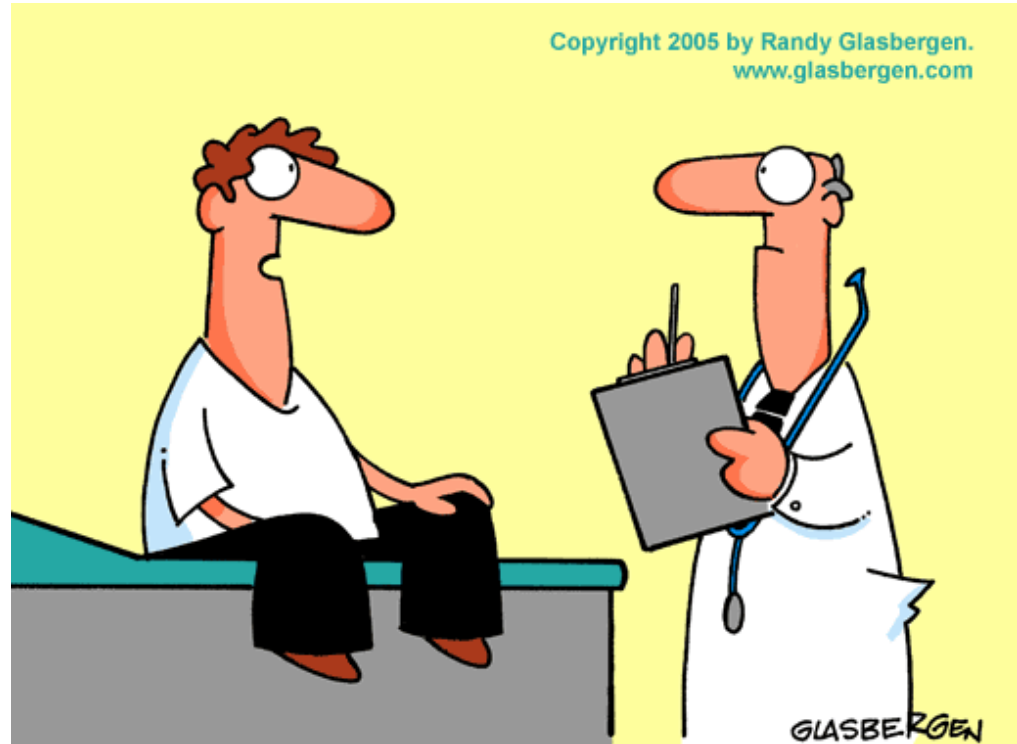
Not Engaged...

“What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?”



Engaged...

“I already diagnosed myself on the Internet. I’m only here for a second opinion.”



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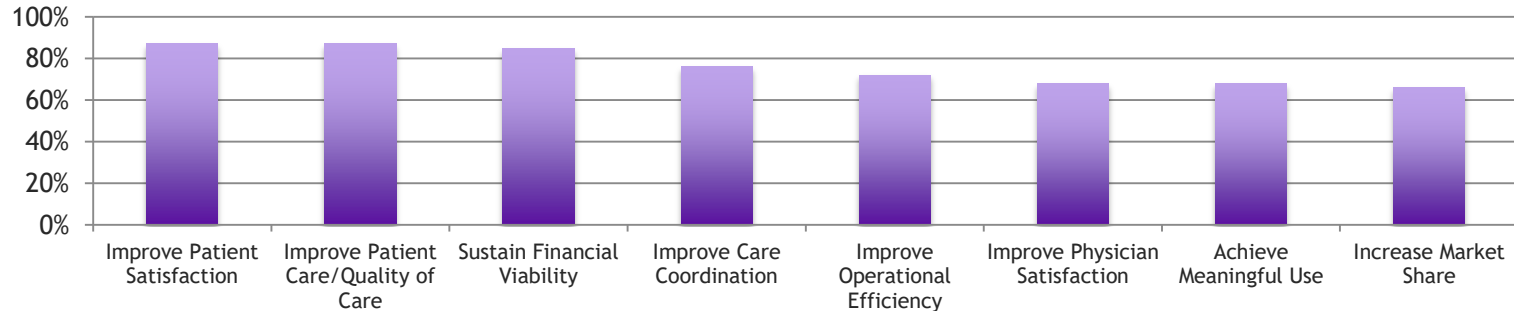
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The Importance of Patient Engagement

- “Patient satisfaction, patient engagement and quality of care improvement have raced to the top of healthcare CIOs’ and senior IT executives’ agendas in the past year, according to the industry’s leading executive survey.”

Business Objectives Ranked by Importance According HIT* Executives



*HIT - Healthcare Information Technology Executives as surveyed by HIMSS



The Importance of Patient Engagement

Who is Competing for Your Patients?

- Hospitals
- Insurance Companies
- ACOs
- Retailers (CVS, Walgreens, etc.)
- Urgent Care Centers
- Other Providers

If you don't engage your patients, someone else will!



The Importance of Patient Engagement

Documented Benefits of Highly Engaged Patients

- Better treatment outcomes
- Lower treatment costs
- Fewer hospital admissions/readmissions
- Happier patients = more referrals
- Happier patients = happier employees/caregivers
- The world is a better place!



The Importance of Patient Engagement



Excellence is Expected.
Experience is Everything.



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Patient Engagement Strategies



Patient Engagement Strategies



Open
Saturdays or
Extended
Evening Hours



A Patient
Concierge
Helps Patients
Navigate Your
Practice



Online Patient
Portal



Patient Engagement Strategies

The Old Way of
Doing Things...




Patient Engagement Strategies

The New Way of
Doing Things...



Patient Engagement Strategies

Social Media Example (Facebook)



 **Desert Bloom Obstetrics and Gynecology, P.C.**
December 24, 2014 · 🌐

To all of you that received letters from your insurance plans the Dr Andrea will no longer be on your plan..that is because she is retiring from office practice. Desert Bloom is still contracted with your plan and your care can continue here with Dr Dave, Katy Hoefft, PA-C and Taber Bingham, FNP-C. If have you have any questions please give us a call. We are here for you!

Like Comment

Samantha Blaise Banchy, Gabriella Duranti Porreca, Melissa Ahumada and 46 others like this.

1 share

[View 4 more comments](#)

 **Samantha Blaise Banchy** Are there any Female MDs at Desert Bloom? What are the PA's roles?
April 2 at 3:07pm

 **Desert Bloom Obstetrics and Gynecology, P.C.** Hello [Samantha Bee...](#) No female MDs at this time. We have Katy Hoefft a physicians assistant and Taber Bingham a nurse practitioner. They can exam and treat for a myriad of gyn issues and they also take great care of obstetrics patients along with Dr Dave thru out our patients pregnancies. If you have any more questions feel free to give us a call!



Patient Engagement Strategies

Website Examples

E-Newsletter Sign Up

Would you like to receive the latest Women's Health News to your email? Simply use the form below to subscribe and we'll drop the news in your personal email whenever it's released!

* indicates required

First Name *

Last Name *

Email Address *

Office *
Not Currently a Patient

Physician *
Not Currently a Patient

Zip Code *

Email Format

html
 text
 mobile

Genesis OB/GYN values your privacy. We do not share your information with anyone. We don't sell it, rent it, or give it away. Your information is kept strictly confidential.

Frequently Asked Questions...

- What kind of insurance plans do you accept?
- How much should I expect to pay?
- How do I make an appointment?
- Can I fill out paperwork before I arrive?
- How long should my appointment take?
- Are you able to fill my prescription?
- Which doctor will I see?
- [Click here to see more questions](#)



Patient Engagement Strategies

Satisfaction Survey Example

PracticeMax
Smart Solutions. Maximum Results.

What one thing do you like most about our community?

What one thing, if anything, do you suggest we do to improve our community?

How long have you lived at this community?

- 0-3 months 3-6 months 6-9 months
 9-12 months 1-2 years 2-3 years
 3-5 years More than 5 years

Please provide information below only if you would like management to contact you directly to respond to a question or concern.

Name

Community

Telephone

Email



Veritas Health

Patient Satisfaction Survey

<Community Name>

<Month> 2015



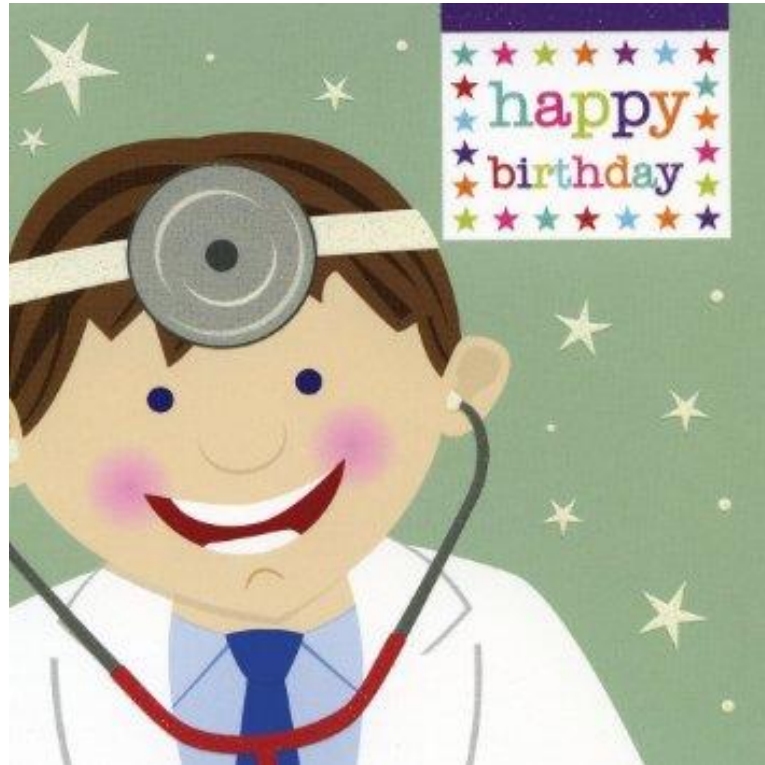
My opinion counts!

PracticeMax
Smart Solutions. Maximum Results.



Patient Engagement Strategies

Direct Mail
Example



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Using Satisfaction Research to Improve Patient Engagement



*Do Your Patients Love You...
Or Even Like You as Much as
You Think They Do?*



Using Satisfaction Research to Improve Patient Engagement

“Almost 80 percent of practices deemed 'better-performers' conduct patient-satisfaction surveys”

“Successful groups actively and regularly solicit feedback from their patients,”

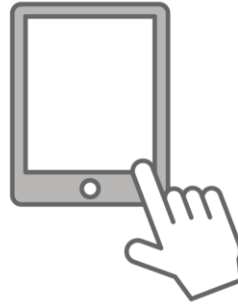
MGMA Benchmarking Report, Nov. 13, 2013



Using Satisfaction Research to Improve Patient Engagement



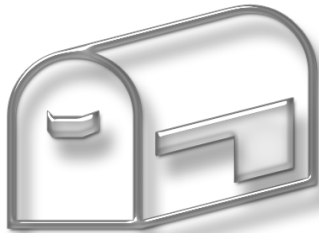
Kiosks



Tablets



Email



Paper/Mail



Phone

Using Satisfaction Research to Improve Patient Engagement

Are You Asking the Right Questions the Right Way?

Tip 1: Avoid Asking More than One Thing in a Question

Q: *How would you rate the nursing staff in terms of being prompt and courteous?*

(They could be very prompt, but terrible rude.)

Consider: *How would you rate the nursing staff on each of the following?*

- a. Being prompt?
- b. Being courteous?
- c. Answering your questions?



Using Satisfaction Research to Improve Patient Engagement

Are You Asking the Right Questions...the Right Way?

Tip 2: Avoid Questions Without a Specific Time Frame

Q: *How many times have you visited your doctor?*

(Today? This week? Ever?)

Consider: *In the last 90 days, how many times have you visited your doctor?*



Using Satisfaction Research to Improve Patient Engagement

Are You Asking the Right Questions...the Right Way?

Tip 3: Avoid Creating Bias by the Way Questions (or Answers) are Worded










Q: *How excellent do you think your doctor is?*

(Implies the doctor is excellent, when he/she may not be)

Consider: *How would you rate your doctor overall?*



Using Satisfaction Research to Improve Patient Engagement

	Patient Satisfaction Surveys: How To
●	ALWAYS INCLUDE THESE QUESTIONS:
	 Would you recommend our practice to a family member or friend?
	 What could we have done better?
	 What else would you like to tell us about?
●	FOLLOW THESE RULES OF THUMB:
	 Distribute surveys on paper and electronically
	 Keep 'em short and simple (≤ 10 questions, no more than 3 open ended)
	 Target a 10-20% response rate
	 Prioritize improvements that impact the patient experience
	 Communicate changes & progress to patients
●	BE SURE NOT TO...
	 Ask about something you're unwilling or unable to change

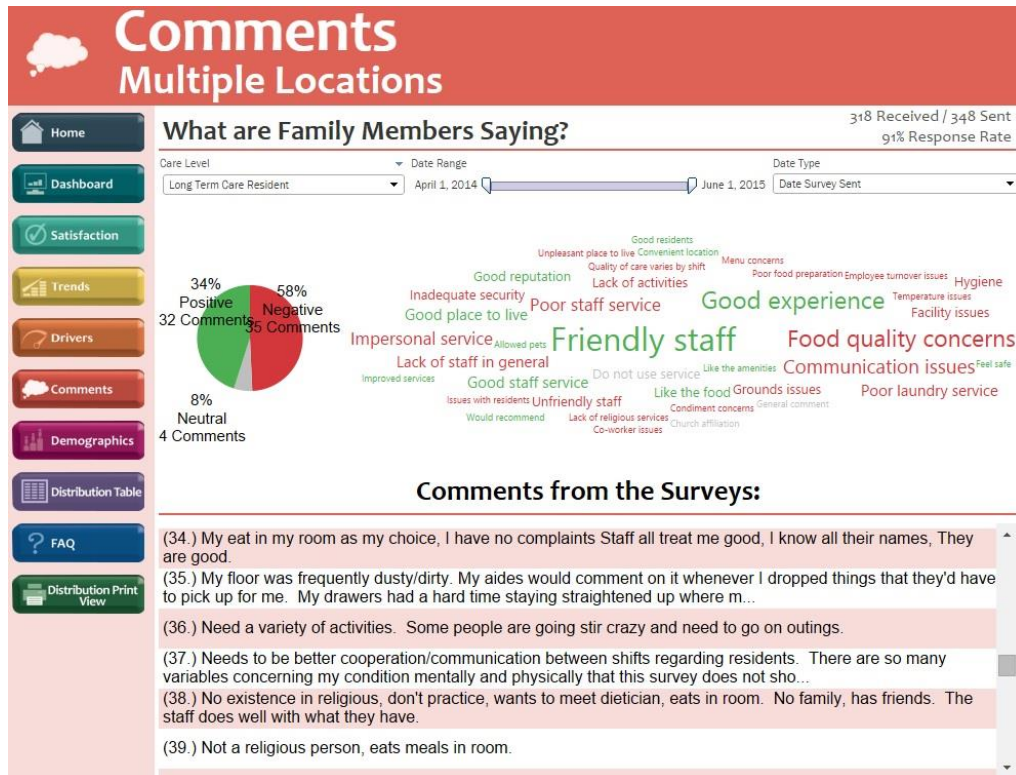
Using Satisfaction Research to Improve Patient Engagement

Three Keys to Survey Follow Up



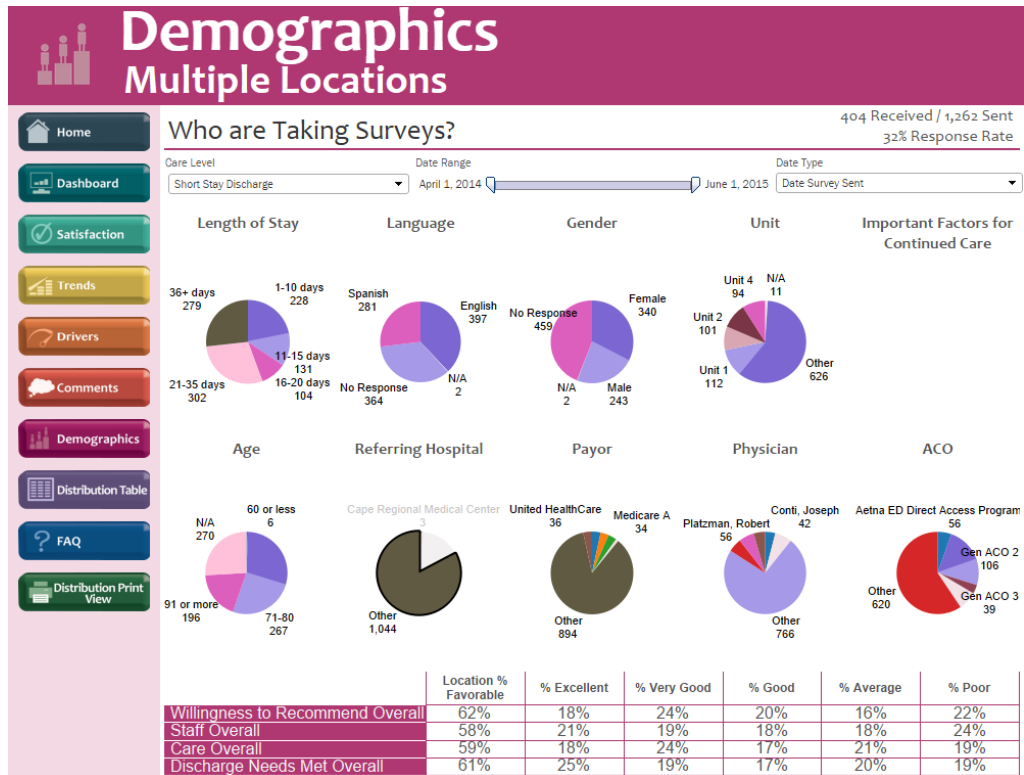
Satisfaction Cycle: Review Results

Three Examples



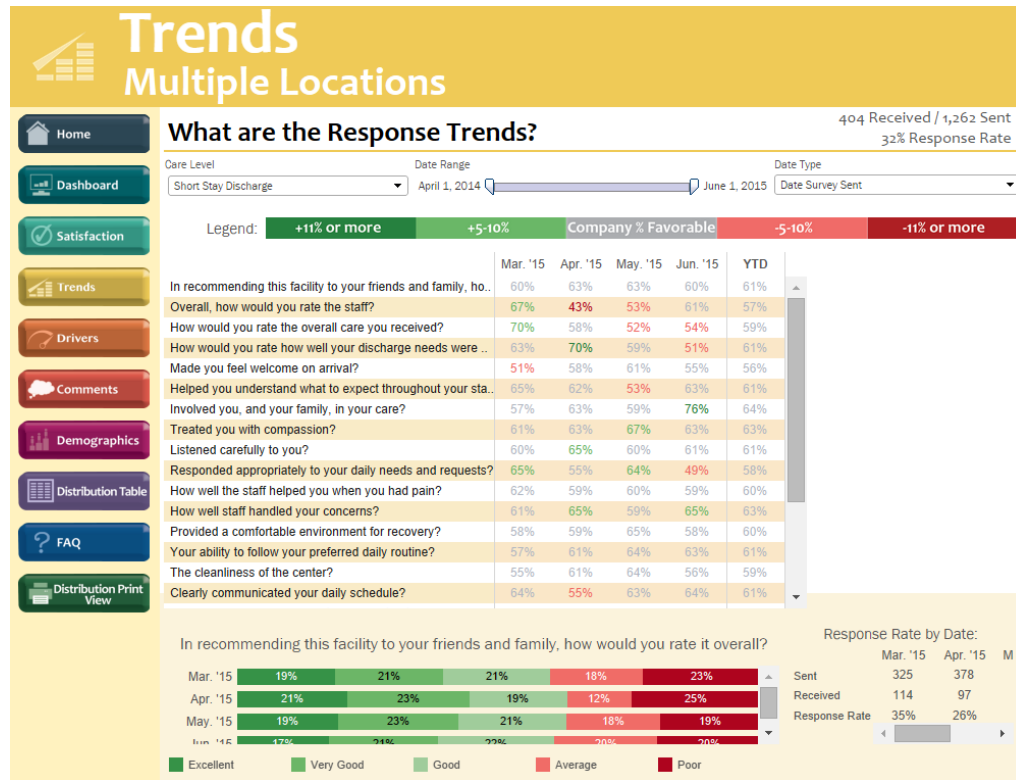
Satisfaction Cycle: Review Results

Three Examples



Satisfaction Cycle: Review Results

Three Examples



Using Satisfaction Research to Improve Patient Engagement

Three Keys to Survey Follow Up



Using Satisfaction Research to Improve Patient Engagement

Identifying Detractors, Promoters and the Passives

Important:

Always ask a question about your patients overall experience

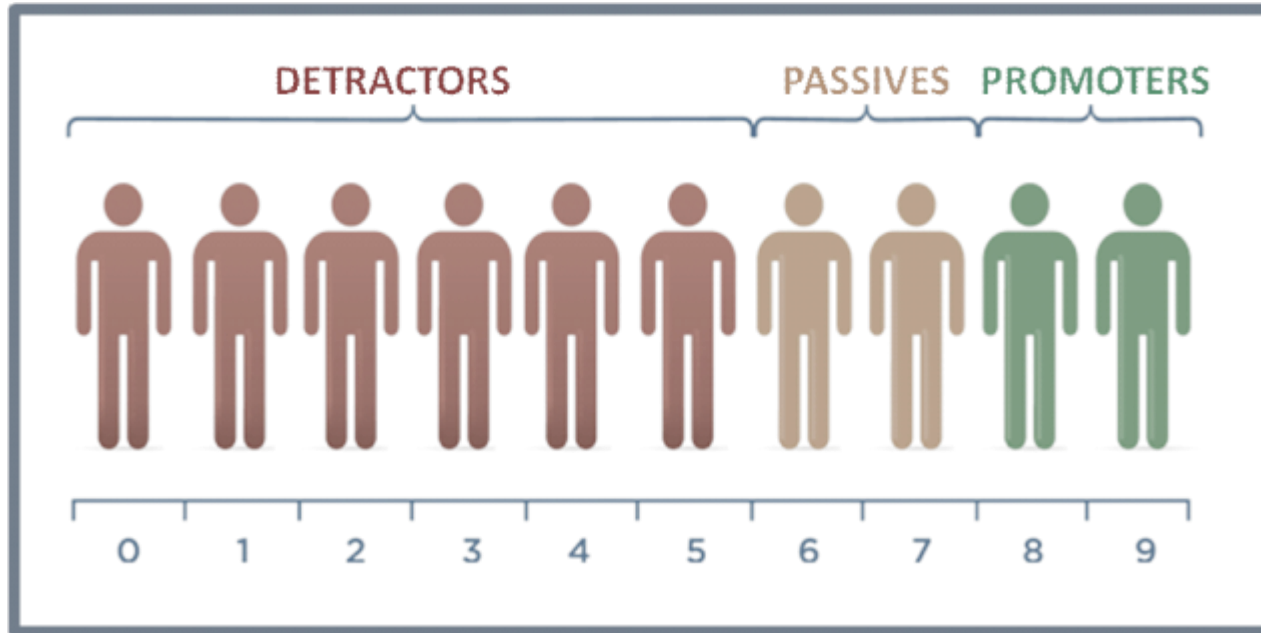
Example:

“Using a 0-10 scale, how likely is it that you would recommend PracticeMax to a friend or colleague?”



Using Satisfaction Research to Improve Patient Engagement

Defining Detractors, Passives & Promoters



Using Satisfaction Research to Improve Patient Engagement

Detractors

- These are the people posting negative reviews on health and general review sites such as:



Using Satisfaction Research to Improve Patient Engagement

Detractors

Example Detractor Reviews: Vitals.com

★☆☆☆☆ | Do not go to this Doctor [show details](#)

Jun 26th, 2011

I went in with concerns about a lump in my breast.. she told me my insurance wouldn't pay for a Mammo.. cancer doesn't discriminate against what type of insurance you have. Nor did she even look at it. She cannot be bothered with patient care only the care of lining her pocketbook with money. She huffs and rolls her eyes if you ask her any medical question and runs out the door. She stood at the far end of the patient room not even asking any medical questions. Do yourself a favor don't go here.

 [Mark as Helpful](#)

[Report Abuse](#)



Using Satisfaction Research to Improve Patient Engagement

Detractors

Example Detractor Reviews: Yelp




 **Sydni T.**
Phoenix, AZ
55 friends
18 reviews

★☆☆☆☆ 12/16/2014

Very disappointing office. Front office staff was rude to me, then made me drive to a different office location because of a scheduling error. I saw a PA, not a doctor, who did absolutely nothing to help/diagnose with why I went into the office in the first place. No transparency from administration at all about costs/billing, and when I called to inquire about my account about a month after my visit, was shuffled around on the phone and on hold for 20 minutes before someone finally answered my questions. Found this office on ZocDoc, never going back to them again.

Update to my review...just got off the phone after 2 hours of back and forth with my insurance and this god awful doctors office. A flu shot here costs \$106 and a useless visit with a PA costs \$276...NEVER, EVER, EVER GO TO THIS OFFICE! oh and if you do happen to get someone on the phone after waiting for 30+ minutes, they will be rude. [REDACTED] this is directed to you.

Was this review ...?

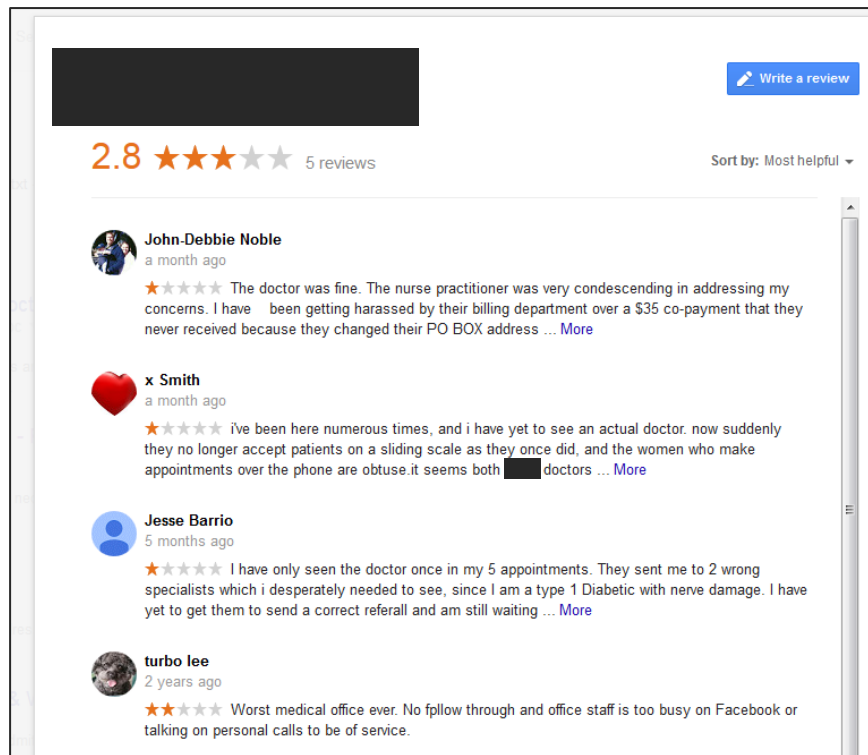
 Useful 6  Funny  Cool



Using Satisfaction Research to Improve Patient Engagement

Detractors

Example Detractor Reviews: Google



The screenshot displays a Google Reviews interface for a medical office. At the top, a blacked-out name is visible next to a blue "Write a review" button. Below this, the overall rating is 2.8 stars, based on 5 reviews. The reviews are sorted by "Most helpful".

John-Debbie Noble
a month ago
★☆☆☆ The doctor was fine. The nurse practitioner was very condescending in addressing my concerns. I have been getting harassed by their billing department over a \$35 co-payment that they never received because they changed their PO BOX address ... [More](#)

x Smith
a month ago
★☆☆☆ i've been here numerous times, and i have yet to see an actual doctor. now suddenly they no longer accept patients on a sliding scale as they once did, and the women who make appointments over the phone are obtuse.it seems both [redacted] doctors ... [More](#)

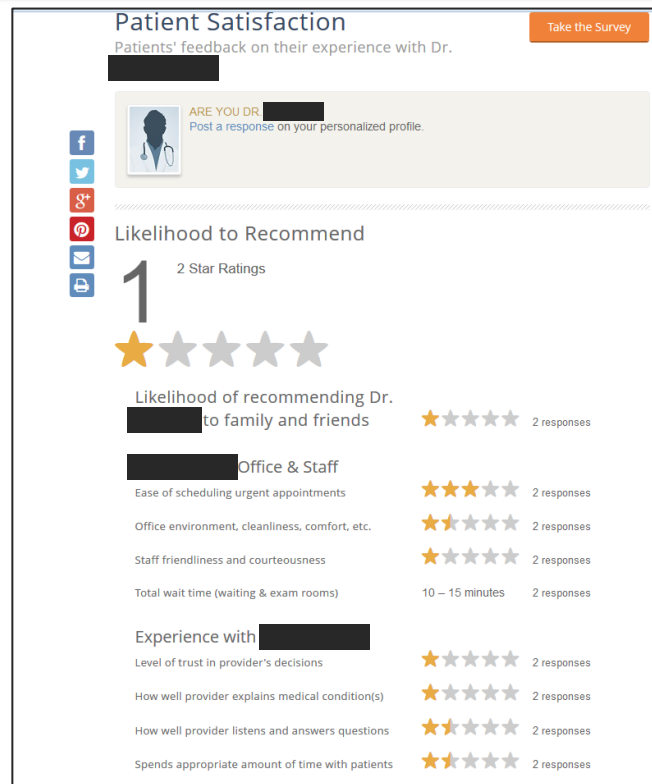
Jesse Barrio
5 months ago
★☆☆☆ I have only seen the doctor once in my 5 appointments. They sent me to 2 wrong specialists which i desperately needed to see, since I am a type 1 Diabetic with nerve damage. I have yet to get them to send a correct referall and am still waiting ... [More](#)

turbo lee
2 years ago
★☆☆☆ Worst medical office ever. No fplow through and office staff is too busy on Facebook or talking on personal calls to be of service.

Using Satisfaction Research to Improve Patient Engagement

Detractors

Example Detractor Reviews: HealthGrades



Using Satisfaction Research to Improve Patient Engagement

Tips for Managing Social Media/Reputation Management

Identify Existing Physician/Practice Profiles on Social Media & Review Sites

- “Claim” listings/pages and update incorrect information
- Create “official” social media pages

Monitor these Profiles on a Regular Basis

- Stay on top of what people are saying online about you/your practice
- Identify process for responding to comments (both negative and positive)
- Utilize multiple methods for response depending on nature of the comment (e.g. online, phone and email)



Using Satisfaction Research to Improve Patient Engagement

Detractors: Protecting Your Reputation

- Reach out to those who post negative reviews/comments to resolve the issue (example response to patient named “Pat”):

Dear Pat,

At ABC Medical Group we strive to provide our patients and their families with a compassionate and high quality patient experience. We are truly sorry to hear that you did not have this type of experience at our office located on 1234 Broad Street. We'd like to contact you directly to understand more about your visit and how we can help resolve any outstanding issues.

Please let us know your preferred method of contact and the best way to reach you. We look forward to the opportunity to speak with you.

Sincerely,

*Jane Smith, MD
Medical Director, ABC Medical Group*



Using Satisfaction Research to Improve Patient Engagement

Detractors: Protecting Your Reputation

- Regularly search health and general review sites (e.g. Vitals, Yelp) for new reviews of your providers and practice
- Proactively strengthen your reputation and credibility by:
 - Authoring original content/articles on social media sites
 - Writing blog posts for your own practice and other related sites
 - Participating in social media activities with your hospital partners



Using Satisfaction Research to Improve Patient Engagement

Promoters: Using Positive Feedback to Boost Your Reputation

Patient Testimonial Example

- They encourage feedback from patients and make it easy to send comments (form)
- Also urge patients to share their happy experiences on doctor rating sites such as Vitals and RateMDs.com
- Be sure to have patients sign a release forms that specifies where the testimonial may be used (brochure, web site, Facebook etc.)

The screenshot displays the website for Pinnacle Internal Medicine & Headache Care. The header includes the company logo, navigation links (Home, Primary Care, Women's Care, Internal Medicine, Headache Treatment, Allergy Care, About Us), and utility links (Insurance, Forms, FAQ's, Contact, Directions, Testimonials). A blue banner highlights 'Frequently Asked Questions'. Below this, there are notices about accepting new patients and appointment scheduling. The main content area features a 'Patient Testimonials' section with three testimonials, each with a quote icon and the patient's name. To the right, there is a 'Leave Your Feedback' section with a form and a 'Send Feedback' button. Below that, a 'Help get the word out!' section provides links to Vitals and RateMDs.com.

Pinnacle
Internal Medicine & Headache Care

Home Primary Care Women's Care Internal Medicine Headache Treatment Allergy Care About Us

Frequently Asked Questions

Now accepting new **primary care, women's care, headache care, internal medicine,** & **allergy** patients.

To schedule an appointment, please call us at (623) 748-8300
Monday to Friday, between the hours of 8:30 a.m. - Noon & 1:00 - 5 p.m.

Metagenics
Shop Online Now

Patient Testimonials

We strive to ensure you receive the best health care possible in a caring environment. In order to achieve our mission we value the feedback from our patients. Below we have posted several testimonials that our patients have provided us. If you would like to leave us your feedback please click here.

What Our Patients Are Saying

Dr. Harter has given me botox injections for about 3 years now. She has resolved about 50% of my migraines by advising me to stay on the migraine diet and continue with taking Topamax daily and botox injections about every 10 weeks. I highly recommend her to any migraine sufferer due to her compassion and dedication to the healing of migraine sufferers.
- Carolyn

I have had migraines for years, with poor control. I am a physician, and in a position to know what constitutes good medical care. Dr. Harter has helped me more than the headache physicians I have had in the past. She gets back to basics, and is compassionate and thorough. Her staff is among the best I have ever experienced.
- Dr. Sutherland

I have been a patient of Dr. Harter's for 6 years. She has been treating me for migraines as well as other health problems that I have suffered for many years. Since becoming her patient she has successfully, with compassion and caring, given me back a quality of life

Leave Your Feedback

If you would like to share your experience with Pinnacle Internal Medicine and Headache Care please click the link below. Select "Patient Feedback" for the subject of your message.

Send Feedback

Help get the word out!

There are several websites that allow you to share your experience with others. Below are some links to third-party websites where you can rate the care you have received from Pinnacle Internal Medicine and Headache Care.

Vitals
RateMDs.com



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Understanding the Results and How to Use Them

Promoters: Using Positive Feedback to Boost Your Reputation

- Provide links from your web site to your online profiles where patients can add their reviews
- Email the Promoters shortly after their visit and ask them to share their experience; provide links to your online profiles
- Mention it to patients in the office; give them a reminder card with the URLs of the review sites where you want them to add their comments



Understanding the Results and How to Use Them

Promoters: Using Positive Feedback to Boost Your Reputation

Example of Communication Strategy

- The Promoter receives an email thanking them for rating their recent visit with your practice
 - Based on their positive experience, would they be willing to share their experience online? (link to web profiles for review sites and/or social media)
- The Promoters continue to receive emails from your practice with useful information and the ability opt out at any time



Understanding the Results and How to Use Them

- Let the Promoters promote
- Address Detractors immediately
- Keep the cycle going



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- HIPAA privacy rules still apply to satisfaction research and social media
- Make sure all email/survey/texting/social media platforms and/or practices are HIPAA and HITECH compliant
- Update your HIPAA policies & procedures to make sure they meet HHS OCR guidelines
- Revise patient intake consent and authorization forms to include communication & marketing preferences
- Practices must make their “best efforts” to respect patients’ preferences for communication

