Plan for Phase Two

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Study Phase 2

How can narrative information be reported to practice leaders and clinicians in ways that are easily understood and useful for improving patient experience?
Phase 2 Methods

- Focus Groups to Assess User Needs
- Design Sprint for Prototype Development
- Prototype User Testing Sessions
- Prototype Implementation in 6 Sites
- Pre-Post Analysis across all 9 sites (intervention and control):
  - PG/CG-CAHPS scores
  - All-Staff Patient Comments Surveys
  - Administrator and Clinician Interviews
Focus Groups to Assess User Needs

- **Process**
  - Three 90-minute sessions conducted in January 2018
  - 29 participants in total across 6 practice sites
  - Participant roles included: Practice Administrator, Medical Director, Physician, Nurse, Medical Assistant, PFA (Patient Financial Advisor)

- **Topics Discussed**
  - Reflections on current weekly comment reports
  - Reaction to sample narrative content
  - Ideas about report content, display, access, and distribution
  - Thoughts about how to facilitate taking action for improvement
Focus Group Findings:
What would make a feedback report most useful to practices?

- **Report Content**
  - Extract and present key themes, but also allow drill-down to actual comments
  - Indicate valence and frequency of themes (but include "outliers" too)
  - Link comments to survey scores and "target indicators"
  - Link comments to patient demographics, visit date
  - Provide comparisons to peer groups where possible
  - Show trends over time
  - Provide links to "helpful tips" for improvement
  - Attribution to individual clinicians/staff: include names for positive comments only; redact names for negative comments

- **Report Format/Access**
  - Provide a print-ready summary snapshot, as simple as possible
  - Attach the report to an email message: *no password required!*
Designing the Report based on Feedback: “Design Sprint”

- Partnered with Wowza, Inc. (creative design firm in Minneapolis)
- Engaged in a 5-day virtual “design sprint” to develop report prototype:
Promotional Campaign

PATIENTS GET BETTER WHEN WE LISTEN.
Prototype Report: Dashboard

Canal Street Practice - Overview of Patient Narratives

Jan 2018 - July 2018

Overall Sentiment

Distribution of sentiment across all insights discovered:

- Negative - 24%
- Positive - 48%

1,249 INSIGHTS

Responses

434 surveys were collected for this report.
Analysis revealed:

Themes with the most positive sentiments:

- Ability to Get Immediate Care: 145
- Competence of Office Staff: 98
- Emotional Rapport: 77
- Makes Comfortable: 26
- MD Listens Carefully: 12
- Patient Empowerment: 4

Themes with the most negative sentiments:

- Care Approach: 112
- Clerks/Receptions Helpful: 90
- Contacting the office: 84
- Making appointments: 47
- Wait time in the office: 23
- MD Knows Medical History: 18

Average sentiment month by month
Prototype Report: Dashboard (cont.)

Access

- Overall: 72% National Percentile
- Key Indicator: 82% CAHPS Score
- 47% Kept informed of wait time

Provider Communication

- Overall: 72% National Percentile
- Key Indicator: 82% CAHPS Score
- 68% Provider listens carefully

46% of patient comments were Positive

24% Neutral
30% Negative

She always listens to my concerns and will take the time to ask me questions and answer anything I have a concern about.
January 20, 2018 MD Listens Carefully, Makes Comfortable

She never listens to my concerns and never pays attention to what I’m saying. I wish she would listen to me.
January 20, 2018 MD Listens Carefully, Makes Comfortable

Explore these Patient Narratives
Prototype Report: Dashboard (cont.)

Other Key Themes

A brief summary explaining what “other key themes” means and why they are important enough to put on the main dashboard.

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Meet your patient experience specialist, Tara.

The NYP Patient Experience Team is dedicated to improving the patient experience for all our patients as well as recognizing and rewarding excellence from our staff.

Patient Experience team: Joe Smith, Dave Smith, Sarah Smith, Rachel Smith, Peter Smith.

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Phase 2 Next Steps (July-December 2018)

- Analyze “patient comments survey” collected across all 9 sites in April (baseline data for assessing value of narratives)
- Roll out enhanced feedback reports in 6 sites in November
- Continue collection of Elicitation Protocol through the Fall to provide updated content to feedback reports
- Field second staff survey and conduct interviews with practice leaders and clinicians to assess “value added”