

Case Examples of Patient Feedback Methods for Complementing CAHPS Surveys

**Nicole Cable & Donna Richardson
(Moderated by Dale Shaller)**

Organizational Overview Value-Based Provider

Operates 62 Medical Practices in 11 States

Partner with 2,000 Primary Care Providers



93k Medicare Advantage Members
110k MSSP/ACO Reach Members



203K Total Medicare VBC Members

Our Patients



61%

of patients are dual eligible for Medicare and Medicaid



75%

of patients identify as African American, Latino or Indigenous



40%

of patients have 4 or more chronic conditions



#2 Largest ACO in Country by Beneficiaries



245K Total VBC Members

Case Study – Capturing the Voice of the Customer

Scope:

Move the organization toward an Enterprise Feedback Management program to lower 40%-50% dis-enrollment rates..

Objective:

- ◆ To better understand customers, their wants and needs, and the priorities and drivers behind these while attracting more members, increasing our retention, and maintaining our star rating during mergers & acquisitions.
- ◆ Real-time insight and feedback to identify areas of opportunities and set up process improvement plans/efforts that will help us improve customer experience
- ◆ By centralizing our efforts and data, we can streamline our operations, gain efficiencies, and significantly reduce costs, fostering optimism about the potential benefits of our proposed strategies.

Tools

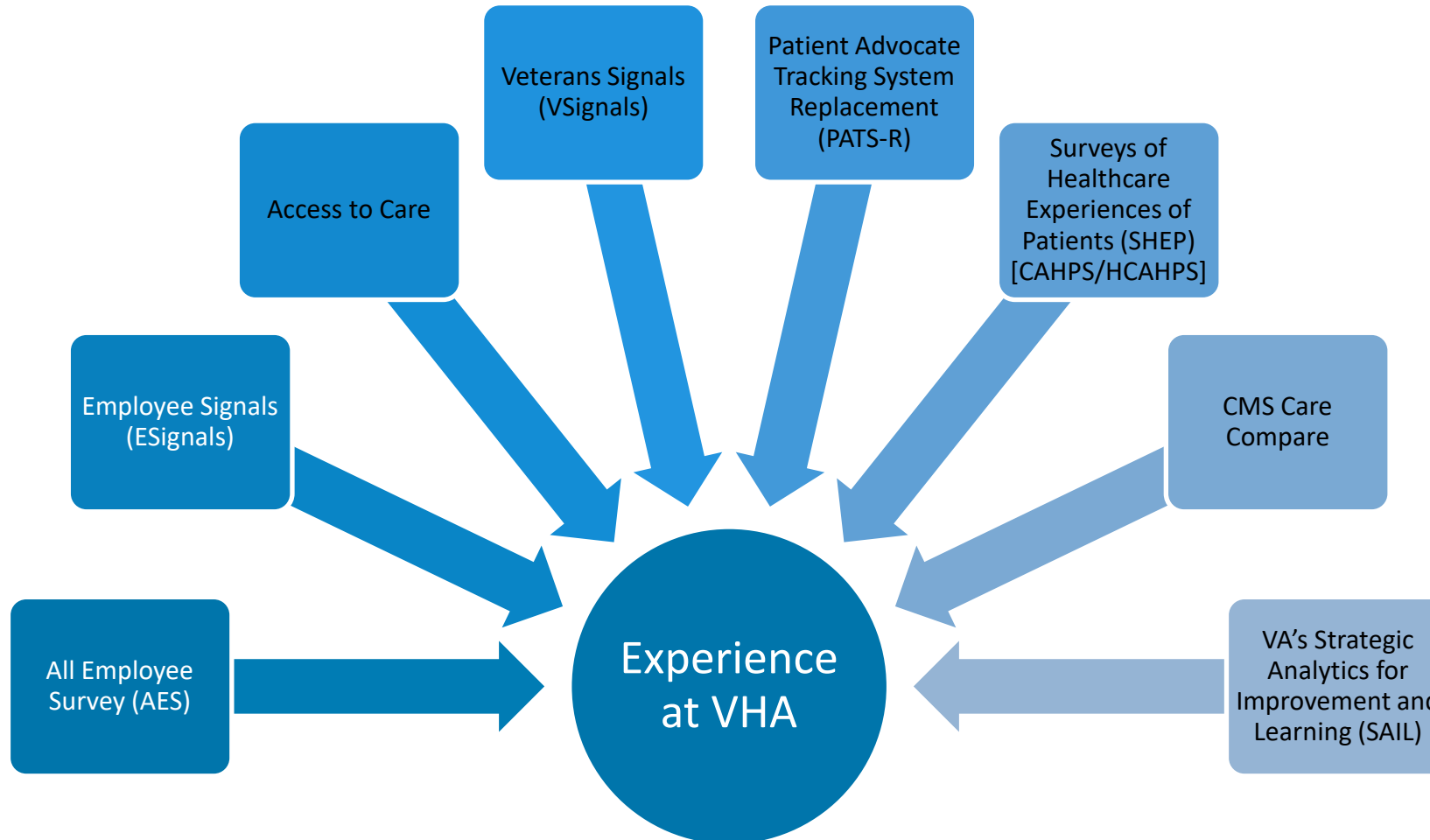
CG-CAHPS	Rapid Improvement Events	Observations
Focus Groups(current)	Focus Groups (former)	Patient & Family Advisors
Point of Service Surveys	Journey Mapping	Narrative Questions

Results

Decreased churn rate from 3.4% to 1.9%	Maintained 5 STARS across practices	Provider Rating 96%	93% of Patients Seen within 15 minutes of arrival	NPS 96.7
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Measuring Experience in the Veterans Health Administration (VHA)

*Patient experience is the sum of all **interactions**, shaped by the organization's **culture**, that influence Veterans' and their families' **perceptions** along their healthcare journey.*



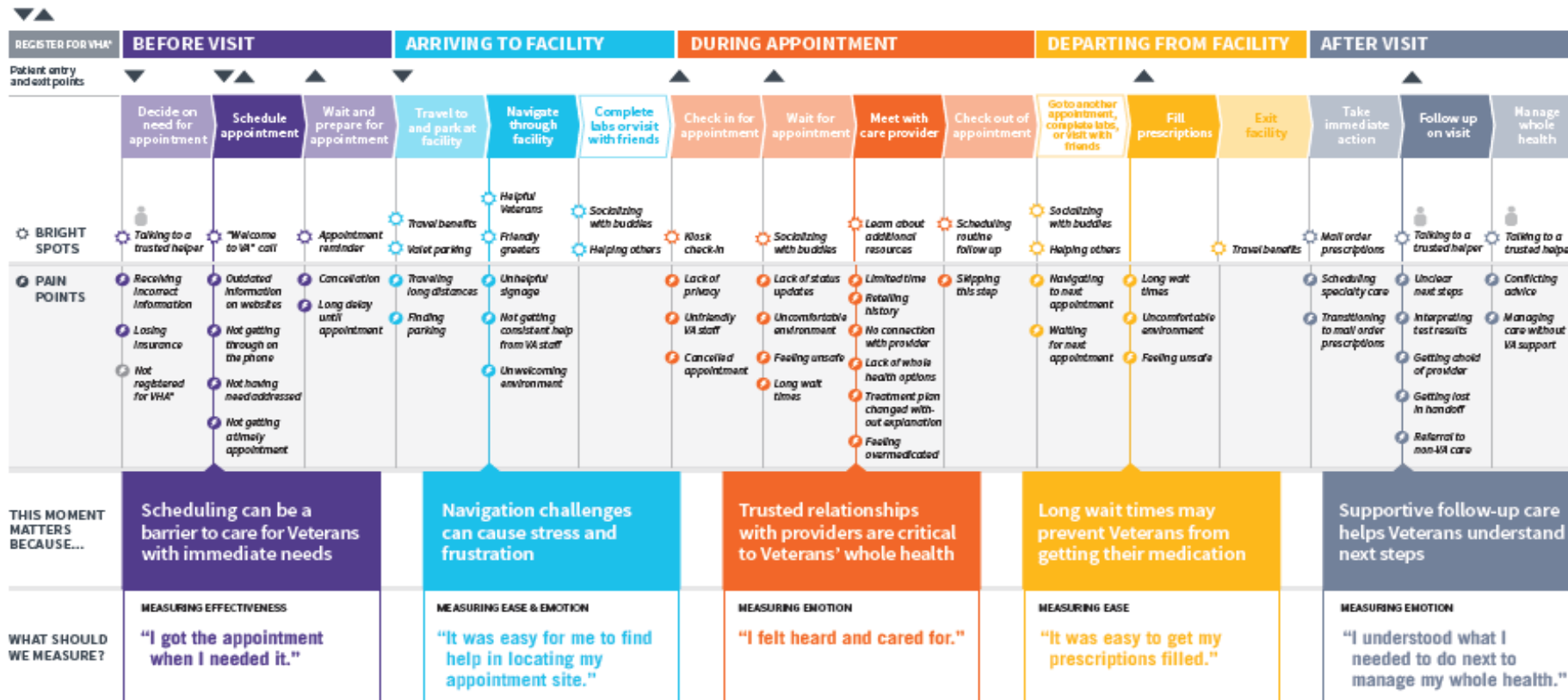
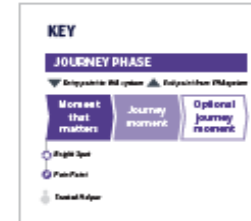
VHA Outpatient Patient Experience Journey Map

VA PATIENT EXPERIENCE JOURNEY MAP



The VA Patient Experience Journey Map represents a common set of moments that Veterans experience before, during, and after an outpatient appointment. While this map does not represent what happens to every single Veteran during every appointment, it does identify those moments when many Veterans experience bright spots or pain points in accessing care. Veterans also identified five moments that matter during which VA can build trust with Veterans or lose that trust entirely. These moments that matter are highlighted in the large colored boxes. They provide a guide for where VA can focus its time and resources towards the goal of maximizing Veterans' trust in VA.

A similar map that represents the experiences of VA employees who provide outpatient care is forthcoming.



Panel Discussion

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