

Plan for Phase Two

Tara Servati, M.P.H.

Patient Experience Specialist for the Ambulatory Care

Network, New York-Presbyterian

New York, NY

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

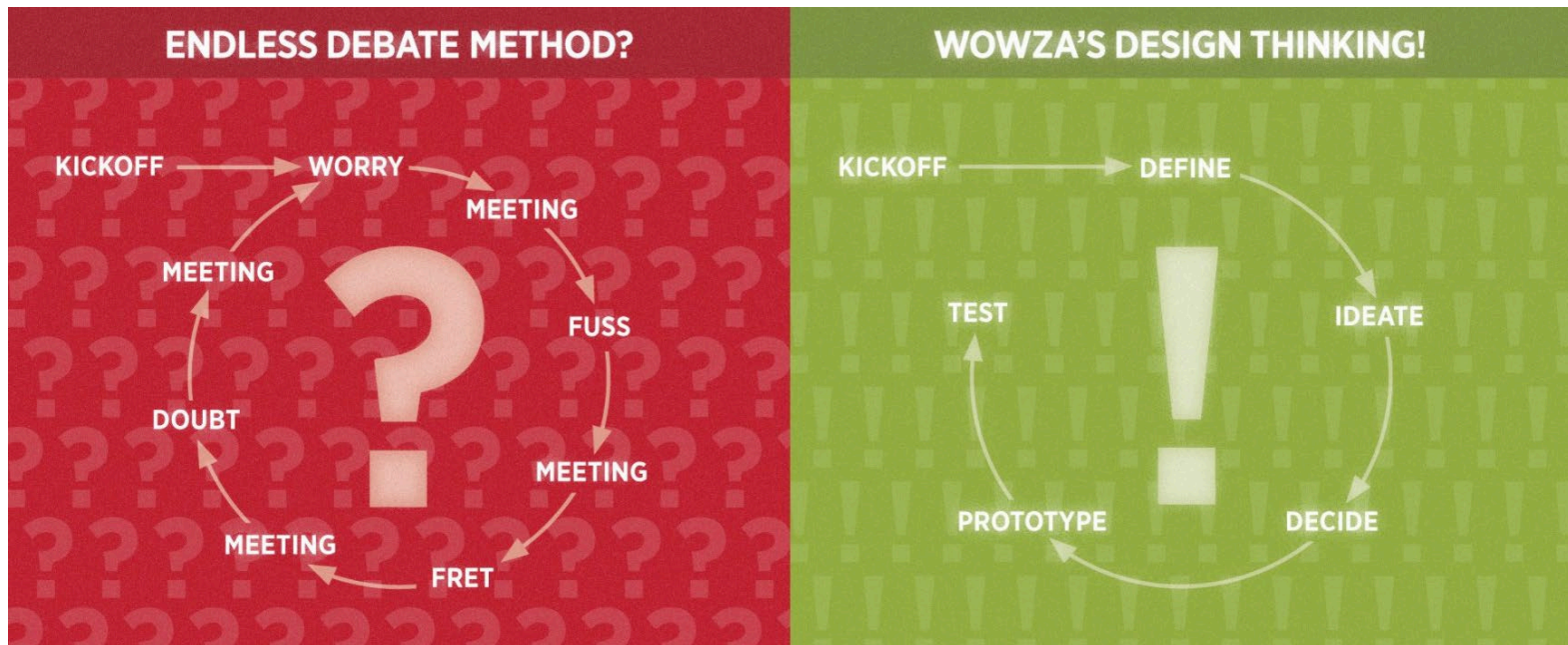
- Extract and present key themes, but also allow drill-down to actual comments
- Indicate valence and frequency of themes (but include “outliers” too)
- Link comments to survey scores and “target indicators”
- Link comments to patient demographics, visit date
- Provide comparisons to peer groups where 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



Prototype Report: Dashboard

Canal Street Practice - Overview of Patient Narratives

Jan 2018 - July 2018

Overall Sentiment

Distribution of sentiment across all insights discovered:



Responses

434 surveys were collected for this report. Analysis revealed:

1,249 INSIGHTS

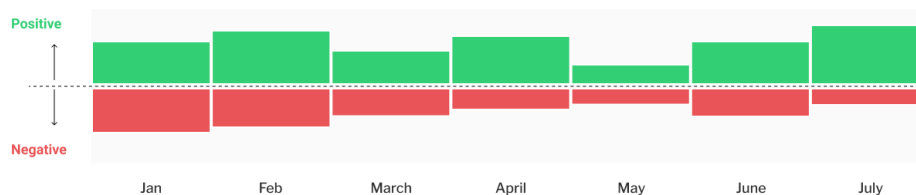
Themes with the most positive sentiments:

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

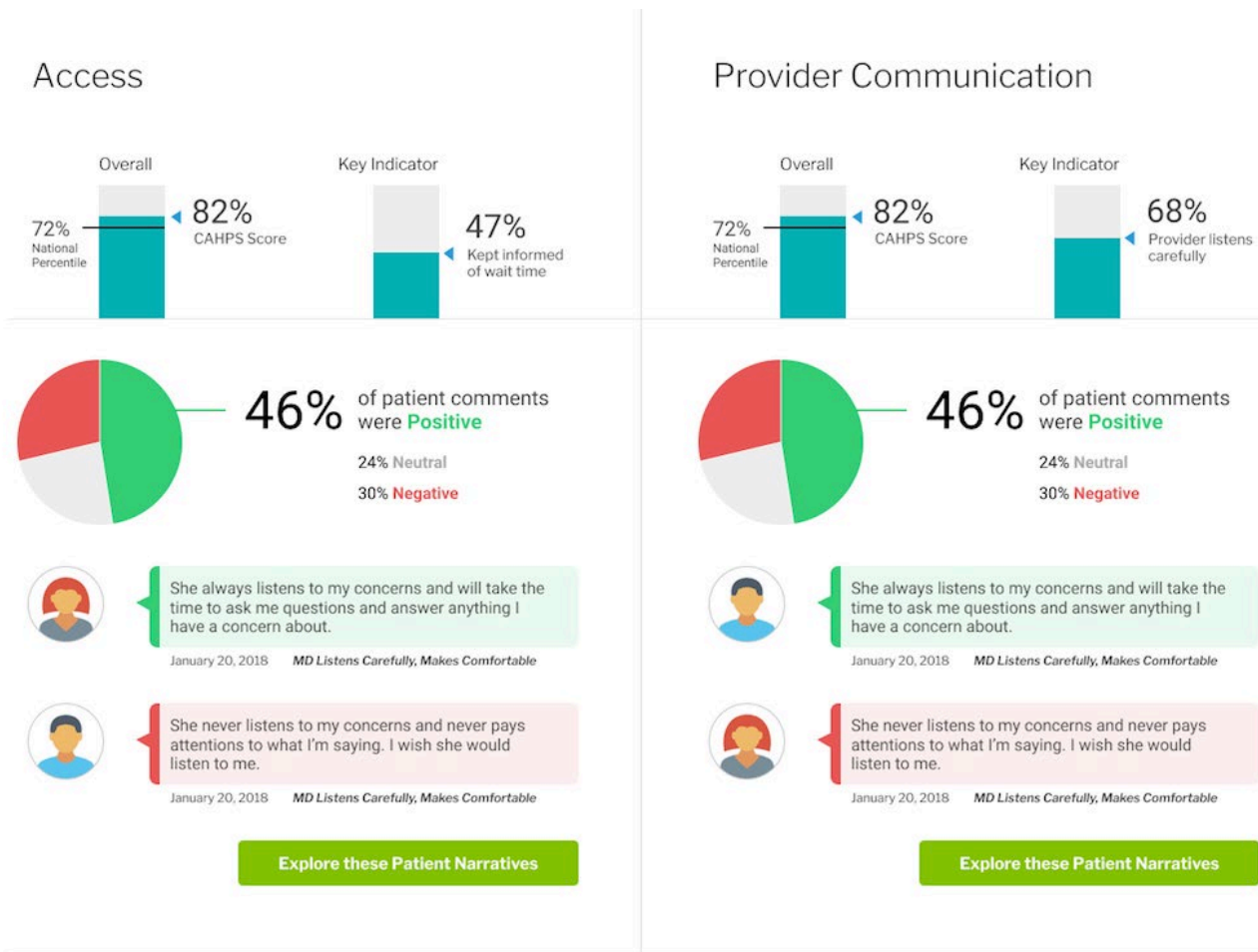
Themes with the most negative sentiments:

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.)



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.



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 attentions to what I'm saying. I wish she would listen to me.

January 20, 2018 MD Listens Carefully, Makes Comfortable



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

[Explore these Patient Narratives](#)

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, Rachael Smith, Peter Smith.

Contact:

Tara Servati
555-123-4332
Tara@NYP/Narratives



Theme Details

Themes

Access

- All (143)
- Measure A (23)
- Measure B (41)
- Measure C (32)
- Measure C (47)

Provider Communication

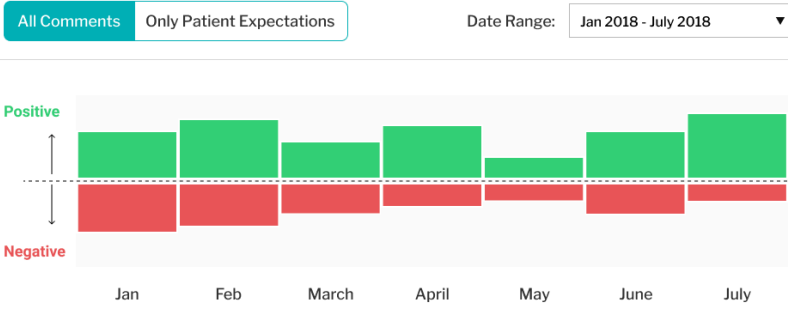
- All (143)
- Measure A (23)
- Measure B (41)
- Measure C (32)
- Measure C (47)

Care Coordination

- All (143)
- Measure A (23)
- Measure B (41)
- Measure C (32)
- Measure C (47)

Office Staff

- All (143)
- Measure A (23)
- Measure B (41)
- Measure C (32)
- Measure C (47)



Female
45
English

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure...

January 20, 2018 MD Listens Carefully, Makes Comfortable

[View In Context](#) [Remove](#)



Female
38
English

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure...

January 20, 2018 MD Listens Carefully, Makes Comfortable

[View In Context](#) [Add to Print List](#)

Full Narrative Drill Down

Themes

Access

- All (143)
- Measure A (23)
- Measure B (41)
- Measure C (32)
- Measure C (47)

Provider Communication

- All (143)
- Measure A (23)
- Measure B (41)
- Measure C (32)
- Measure C (47)

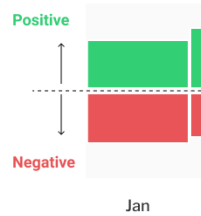
Care Coordination

- All (143)
- Measure A (23)
- Measure B (41)
- Measure C (32)
- Measure C (47)

Office Staff

- All (143)
- Measure A (23)
- Measure B (41)
- Measure C (32)
- Measure C (47)

Date Range:



Female
45
English

Q1: What do you look for?
Friendliness, cleanliness. Knowledge.

Q2: Were expectations met?
Out of all, with all, I'd say an 8. For the staff I would say an 8. The nurses and the doctor, I'd say I definitely give them a 10. I think the receptionist could do a better job, knowing what's going on with the doctors and the nurses. I think the receptionists don't know what's going on.

Q3: What has gone well?
Well, yeah, I was very sick with a kidney infection. And they got me right in, and they identified the problem very quickly and took care of me immediately. I felt like they cared about my well being, because they knew me personally because I've been there for so long. Now with follow-up visits, they were not able to resolve the issue because I really don't know what was wrong with me. And at that point, I felt like I probably should have been redirected to like a specialist, but then I wasn't, which then I thought it was lacking. So I think that was a problem there

Q4: What has not gone well?
My one negative experience would have to be when I call and leave a message no one responds back I usually have to call back and try to get someone live to get things done.

Q5: What has not gone well?
I think we relate and we interact very well. When my migraines started a couple of years ago he knew, and because he suffers from migraines as well. So he knew that, exactly what was wrong with me then. And so he knows that when I come in and I tell him that something, there's been changes, he listens then and he knows how to adjust my medicine accordingly. I think that because that he has that good bedside manner, I feel comfortable enough to talk to him. I think that's important.

January 20, 2018 **MD Listens Carefully, Makes Comfortable**

Female
38
English

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure...

January 20, 2018 **MD Listens Carefully, Makes Comfortable**

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”