EXPERIENCIA

Better Data Powering
Better Care

Arming healthcare staff with relevant patient insights demonstrably improves patient perception of care.

sodexo
HEALTHCARE

EXPERIENCIA

Better Data Powering
Better Care

CONTENTS

While many hospitals track data on patient experience, very few can use it to **predict and implement the actions** that will **improve a patient's experience in real time**. Each patient's experience is unique, with unique needs. As healthcare professionals struggle to deal with mounting workloads, a multitude of systems and administrative tasks, as well as increasing patient complexity, understanding each patient's unique needs to proactively shape an individualized care experience requires the right analytics, tools and engagement.

The Challenge for Caregivers and Support Staff Today

An abundance of data in the healthcare industry can be overwhelming to caregivers and support staff, all grappling with the feeling that there is just not enough time. Adding to the resourcing challenges, the data on patient experience is disconnected, retrospective, and too general to guide meaningful action. Care staff feel encumbered by the ineffectiveness of such data. Sadly, an unintended outcome is that patients often feel forgotten or unrecognized as an individual, with a focus on functional data collection or surveying that feels impersonal to the patient.

Communicating effectively with patients in a way that feels personal can be a challenge given the sheer volume of individual needs and tasks. Yet, Nurse Communication, Doctor Communication, and Staff Responsiveness are the three most important drivers of the patient experience[1] as measured by HCAHPS; patients simply wanted to feel like their voice is heard.

Relational factors are key

Top 3 drivers of the patient's willingness to recommend the hospital and rate the hospital:

1. Nurse Communication
2. Doctor Communication
3. Responsiveness of Hospital Staff

Source: HCAHPS (2018)

The challenge is that during a twelve-hour shift, healthcare professionals interact with hundreds of patients - each one with their own complex set of needs, diagnoses, and preferences. Contrast this with the patient perspective: on average, a patient in medicine sees an average of 17.8 healthcare professionals during their hospitalization. [2]

During a twelve-hour shift, healthcare professionals interact with hundreds of patients - each one with their own complex set of needs, diagnoses, and preferences.

Sources of Nurse Dissatisfaction:

1. Overwork
2. Spending too much time on EHRs
3. Not having enough time with patients

Source: Portrait of a Modern Nurse Survey (2018)

---

[1] Source: HCAHPS 2018. Based on 2.9 million surveys of patients, correlations significant at p←0.001 (USA)
[2] Whitt N, Harvey R, McLeod G, Child S. New Zealand Medical Journal. 1253. Vol. 120. 2007. How many health professionals does a patient see during an average hospital stay; p. U2517. [PubMed]

How can we ensure patients feel heard while preventing staff from feeling overwhelmed?

Healthcare data has become more sophisticated and complex, and when used efficiently, has allowed clinicians to provide increasingly optimized care. However, the benefit of data is also its potential downfall, as the sheer amount of information involved in patient care can seem impossible to navigate.
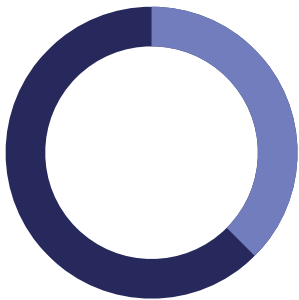
Nurses spend about 33% of their time using technology, mostly EHRs

Source: Portrait of a Modern Nurse Survey (2018)

From the Caregiver's perspective, they want to do what is best for the patient, but often feel limited by lack of resources, support and the quantity of administrative tasks on top of their caseload. After overwork, spending too much time on EHRs and **not having enough time with patients** are the top reasons why nurses consider *abandoning* nursing. [3]

Furthermore, connecting data with the soft side of care is the greater challenge – due to a task-oriented approach, the focus can often be on 'surveying' or 'data collection', rather than being truly present for the patient and listening to their needs. This is the 180° view of Patient Experience: one source of data, retrospective, general.

For a better care experience today, we need to take a **360° view of care** – understanding what patients need and want based on a combination of evidence and historic data, and combining it with real-time data, to proactively deliver a better care experience when patients need it most – today. With the assistance of innovative technology, hospitals can bring together qualitative and quantitative data for risk scoring, population assessments, and targeted interventions through **Experiencia®.** To measure and demonstrate success, Experiencia® consistently produces increased Consumer Assessment of Healthcare Providers and Systems **(CAHPS®)** scores.

[3] Source: Portrait of a Modern Nurse Survey (2018)

How does Experiencia® help to deliver 360-degree care experience to patients?

Experiencia® unlocks a deeper understanding of each patient that informs care teams in real time, allowing them to proactively address each patient's unique physical, social and emotional needs, ensuring that the care experience is individualized to each patient along their care pathway.

Experiencia® uses millions of data points that provide a more holistic understanding of the patient. We gain a deeper understanding of patients to deliver care experiences that really meet their expectations. Experiencia® brings together qualitative and quantitative data and insights that give staff from different teams around the hospital a shared understanding of patients' holistic needs so they can work together and use their time more effectively to deliver the best care.

Socio-Demographic

Medical

Emotional
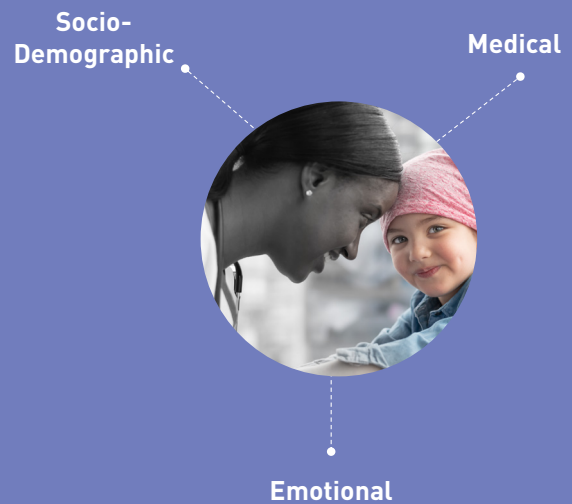
360° Care requires a 360° perspective

Custom conversations

Experiencia® is a proprietary evidence-based insights platform that has been designed to shape the patient experience across the continuum of care. A result of extensive research and innovation over nearly ten years, Experiencia® aggregates historical, real time and research-based data from qualitative and quantitative sources, providing care teams a holistic understanding of each patient so they can engage on the most personal level and proactively address that patient's unique needs.

Features

Predictive Intelligence enables an *Individualized Care Experience*

- ○ **Custom conversation** align to each patient, linked to their clinical pathway, demographics, preferences & nutritional needs.

- ○ **Predict which patients** are more likely to be dissatisfied.

- ○ Nutritional and care needs are managed for each patient cohort to **support their care pathway,** including patient-specific custom scripting for rounding.

- ○ Data analysis is integrated in the platform to give teams **real-time predictive insights** and a 360° view of the patient.

Benefits

Elevating human engagement with insight and compassion to improve patient outcomes

- A focused approach means that **Experiencia®** teams spend **more quality time with more patients** and less time spent asking meaningless questions – they aim to see at least 40% of the patient census (versus traditional survey programs that average 10% of the patient census).

>10% Patients Seen	**VS.**	**>40%** **Patients Seen**
TRADITIONAL SURVEY ROUNDING		EXPERIENCIA® ROUNDING

- Daily staff behavioral engagement and education integrates the CARES approach: Compassion, Accountability, Respect, Enthusiasm, and Service, to ensure each patient interaction is caring and respectful to the patient's needs. CARES is embedded as a core philosophy for all team members.

> At one hospital system over 50 staff members hold over 10,000 purposeful patient conversations in one year to listen and respond to their needs, throughout the patient journey.

- Intentional, focused and patient-specific rounding, guided by predictive intelligence with **Experiencia®** leads to higher patient experience outcomes, with an increase of one to four points' higher impact observed.

0.55 - 1.74 CAHPS Score Improvement	**VS.**	**2.57 - 4.81** **CAHPS Score** **Improvement**
TRADITIONAL SURVEY ROUNDING		EXPERIENCIA® ROUNDING

Patients "*appreciate* being called by name and being recognized by staff members upon return visits".

Powering caregivers with real-time data and insights to optimize efficiencies and care

- Staff are armed with 32 evidence-based personas to more deeply understand the needs of patients and shape an empathetic conversation with each patient.

- Over 7.6 million data points have been collected from the voice of the patient, informing a deeper understanding of patient needs.

7.6m
Data points captured

> At one hospital system alone, over 75,000 data points are used to redesign the experience across several domains and services: staff courtesy, ambiance (e.g. noise, discomforts), facilities, environment of care, and patient nutrition. These inform our predictive approach.

Impacting the patient care experience and outcomes across the continuum of care

- Teams proactively educate patients on special diets, supporting diet adherence and optimal care post-discharge.

Enhancing each patient's clinical pathway with specialized expertise, insights and care

- In-depth research on each patient cohort is hardwired into the intelligence to enable the appropriate conversation for each patient, and to ensure they receive the information, support and guidance that is appropriate to their unique care pathway

- Staff use patient insights to hold a purposeful conversation that is aligned with their clinical pathway, to ensure a proactive approach to each patient's needs.

- One study demonstrated a 3.3-point improvement in patient satisfaction, by setting a specific touchpoint with patients entering the hospital via the ED.

- Another study observed a 1.86-point increase for patients on an NPO diet by setting patient expectations and ensuring clear communication.

References

[1]Advisory Board (2014). National Prescription for Nurse Engagement. Found at: https://www.advisory.com/-/media/Advisory-com/Research/NEC/Research-Study/2014/National-Prescription-for-Nurse-Engagement/National-Prescription-for-Nurse-Engagement.pdf#page=7

[2]Advisory Board (2015). Engagement Drivers to Improve HCAHPS Scores. https://www.advisory.com/research/hr-advancement-center/expert-insights/2015/engagement-drivers-to-improve-hcahps-scores

[3]Association of American Medical Colleges (2003). Number of US medical schools teaching selected topics 2000ñ01. Available at: http://services.aamc.org/currdir/section2/LCMEHottopics.pdf.

[4]Boulding W, Glickman SW, Manary MP, Schulman KA, Staelin R (2011) Relationship between patient satisfaction with inpatient care and hospital readmission within 30 days. Am J Manag Care;17:41-48)

[5]Carter J, Ward C, Wexler D, et al. (2018). The association between patient experience factors and likelihood of 30-day readmission: a prospective cohort study. BMJ Qual Saf 2018;27:683-690

[6]Chang JT Hays RD Shekelle PG.(2006). Patientsí global ratings of their health care are not associated with the technical quality of their care. Ann Intern Med; 145: 635-6.

[7]Doyle, C., Lennox, L. And Bell, D., (2013). A systematic review of evidence on the links between patient experience and clinical safety and effectiveness. BMJ Open, 3(1)

[8]Golda et al (2018). Recommendations for improving the patient experience in specialty encounters, Journal of the American Academy of Dermatology, Volume 78, Issue 4

[9]Harvard Review (2019). The Mental Side of Recovery. https://www.health.harvard.edu/mind-and-mood/the-mental-side-of-recovery

[10]HCAHPS 2018. Based on 2.9 million surveys of patients, correlations significant at p←0.001 (USA)

[11]Heath, Sara. (2018). How Non-Clinical Staff Enable Patient Engagement, Care Coordination. Patient Engagement HIT. August 10. https://patientengagementhit.com/features/how-non-clinical-staff-enable-patient-engagement-care-coordination.

[12]Hooper; et al. (2010). ìCompassion Satisfaction, Burnout, and Compassion Fatigue Among Emergency Nurses Compared With Nurses in Other Selected Inpatient Specialtiesî. Journal of Emergency Nursing. 36 (5): 420ñ427. doi:10.1016/j.jen.2009.11.027. PMID 20837210.

[13]Klazinga, N. and R. Fujisawa (2017), ìMeasuring patient experiences (PREMS): Progress made by the OECD and its member countries between 2006 and 2016î, OECD Health Working Papers, No. 102, OECD Publishing, Paris. http://dx.doi.org/10.1787/893a07d2-en

[14]Morgan, Jamie. (2017). Patient satisfaction isnít just the docís responsibility. Health Facilities Management. November 1. https://www.hfmmagazine.com/articles/1958-patient-satisfaction-isn-t-just-the-doc-s-responsibility.

[15]OECD, Health at a Glance: Europe 2016. RNnetwork (2018). Portrait of a Modern Nurse Survey (https://rnnetwork.com/blog/rnnetwork-2018-portrait-of-a-modern-nurse-survey/)

[16]The Beryl Institute (2018). The Patient Experience Consumer Study 2018: Insights and Opportunities for Action

[17]The McKinsey Quarterly (2008). What consumers want in health care

[18]Whitt N, Harvey R, McLeod G, Child S. (2007). How many health professionals does a patient see during an average hospital stay; New Zealand Medical Journal. 1253. Vol. 120. p. U2517. [PubMed]

[19]WHO.(2013). Exploring patient participation in reducing health-care-related safety risks. Cph World Health Organ.
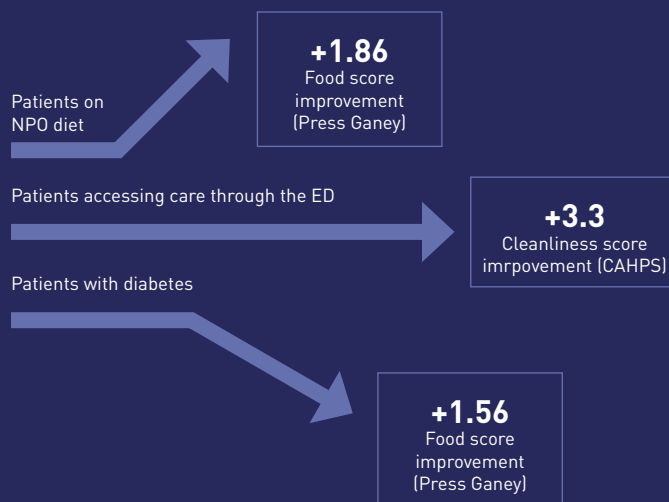
Caregivers operate in an environment of complex challenges, serving hundreds of unique patient needs every day. **Experiencia®** technology and insights support caregivers by enabling them to quickly gain an understanding of each patient's specificity, so they can deliver a meaningful and personalized experience. **Experiencia®** is a proprietary evidence-based insights platform that has been designed to shape the patient experience across the continuum of care. A result of extensive research and innovation over nearly ten years, **Experiencia®** aggregates historical, real time and research-based data from qualitative and quantitative sources, providing care teams a holistic understanding of each patient so they can engage on the most personal level and proactively address that patient's unique needs.

Experiencia enables proactive patient management, improves efficiency, supports clinicians and impacts outcomes

- Improves patient satisfaction
- Improves engagement between siloed teams
- Optimizes limited time of care and support teams

- Improves nursing satisfaction
- Improves operational efficiencies

Aligning the Care Experience with the Patient Clinical Pathway

Patients on NPO diet

+1.86
Food score improvement (Press Ganey)

Patients accessing care through the ED

+3.3
Cleanliness score imrpovement (CAHPS)

Patients with diabetes

+1.56
Food score improvement (Press Ganey)

+3.28
Raw score improvement in 300 hospitals integrating Experiencia

sodexo
HEALTHCARE