

# Third Annual Patient Engagement Summit

**June 4, 2015**

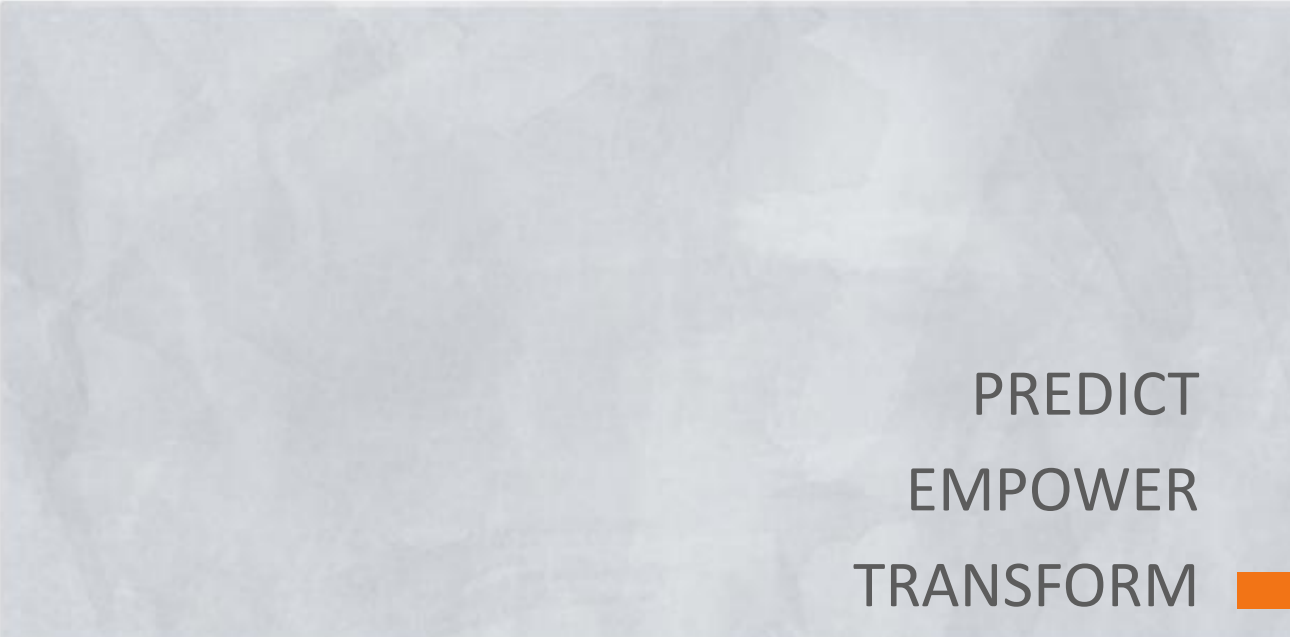

**R. J. Salus**


Director, Patient Experience  
El Camino Hospital



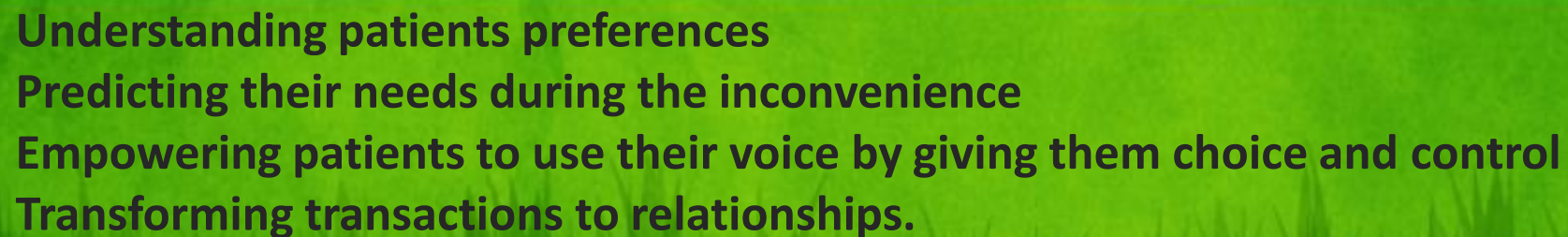
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NORTHERN CALIFORNIA Chapter

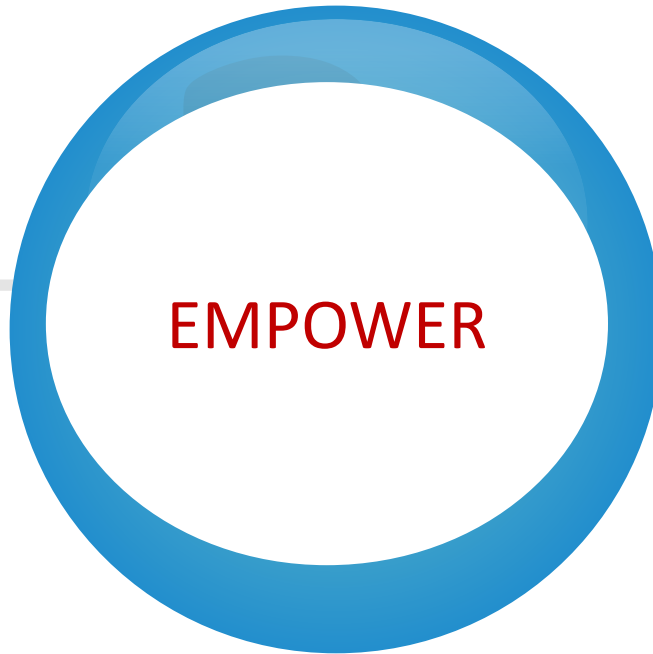


PREDICT  
EMPOWER  
TRANSFORM 

# Meaningful Connections



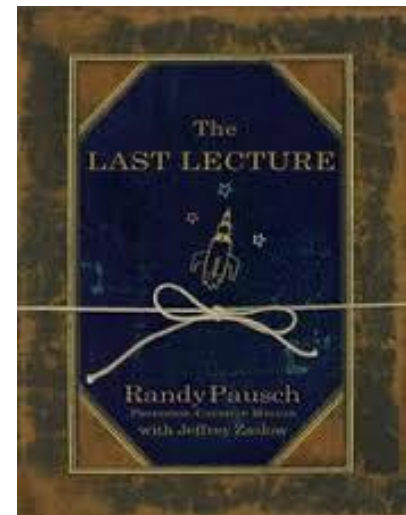
**Understanding patients preferences  
Predicting their needs during the inconvenience  
Empowering patients to use their voice by giving them choice and control  
Transforming transactions to relationships.**



# What are we doing here

The examining room had a computer in it, and I noticed that **the nurse hadn't logged out**; my medical records were still up on the screen. I know my way around computers, of course, but this required no hacking at all. **My whole chart was right there. "Shall we have a look-see?"** I said to Jai. I felt no qualms at all about what I was about to do. After all, these were my records. **I clicked around and found my blood-work report.** There were 30 obscure blood values, but I knew the one I was looking for: CA 19-9—the tumor marker. When I found it, the number was a horrifying 208. A normal value is under 37. I studied it for just a second. **"It's over," I said to Jai. "My goose is cooked."** "What do you mean?" she asked. I told her the CA 19-9 value. She had educated herself enough about cancer treatment to know that 208 indicated metastasis: a death sentence. "It's not funny," she said. "Stop joking around." I then pulled up my CT scans on the computer and started counting. "One, two, three, four, five, six..." I could hear the panic in Jai's voice. **"Don't tell me you're counting tumors,"** she said. I couldn't help myself. I kept counting aloud. **"Seven, eight, nine, ten..."** I saw it all. **The cancer had metastasized to my liver.** Jai walked over to the computer, saw everything clearly with her own eyes, and fell into my arms. **We cried together.** And that's when I realized there was **no box of tissues in the room.** I had just learned I would soon die, and in my inability to stop being rationally focused, I found myself thinking: "Shouldn't a room like this, at a time like this, have a box of Kleenex? Wow, that's a glaring operational flaw."

**Randy Pausch – The Last Lecture**





# What was avoidable/predictable about that scenario?

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# A personal story of meaning

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# The convenience of our industry

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Raise your hand if:

- You like going to the doctor
- Your interactions with healthcare are transactional not relational
- The last time you needed something from a healthcare provider it was efficient
- Being a patient in or visiting a hospital disrupted your day, week, month, year, life...



A Field guide

# Patient Preferences: A Very Brief Field Guide



# Preferences

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- Colleen Sweeney's Empathy Project
  - Top fears: Infection, Death, Isolation, False Information, Rude Behavior
- Common sense: I'm seeing you because I have to...not because I want to
- You know more than me, but I know more about me
- David Maister: Satisfaction = Perception – Expectation (expectations set by preferences)



# If Netflix Were in Charge of Your Patient Experience



[Greg Klein](#)

Managing Partner at  
Nuvera Life Science  
Consulting

Helps the customer define what it is they desire most by offering 3 key features:

- simplicity & ease of use
- convenience & speed
- proactively personal experience

## CMS's most Patient and Family Centered Question:

Hospital staff took my preferences and those of my family or caregiver into account in deciding what my healthcare needs would be when I left the hospital. (Strongly disagree to Strongly agree)

Where are those preferences documented exactly?



# Capturing Preferences and Expectations: CRM



Getting To Know Me

(Favorite Photo)

My Name:  
I like to be called:  
Main contact person:

My Preferences:

TV :	Music :
Food :	Color :
Books :	Sports/Teams :
Activity :	Quotes :
Hobbies :	Pets :

Other Information:

I understand information best when...

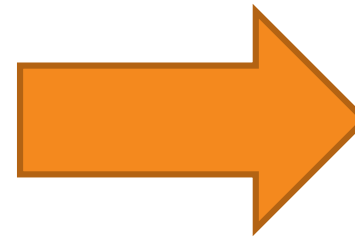
Things that cheer me up...

Things that stress me out...

Other things I would like you to know about me...

What I want to do after leaving the hospital...

I told you this the last time I was here...





# Partnering to learn preferences and predict



Survey Results

Survey Data between 4/1/2015 and 5/1/2015

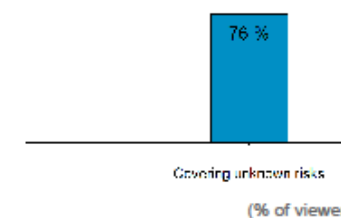
## EL CAMINO HOSPITAL

Did the Emmi program answer questions you would have normally called to discuss with your healthcare provider (doctor, nurse, etc)?

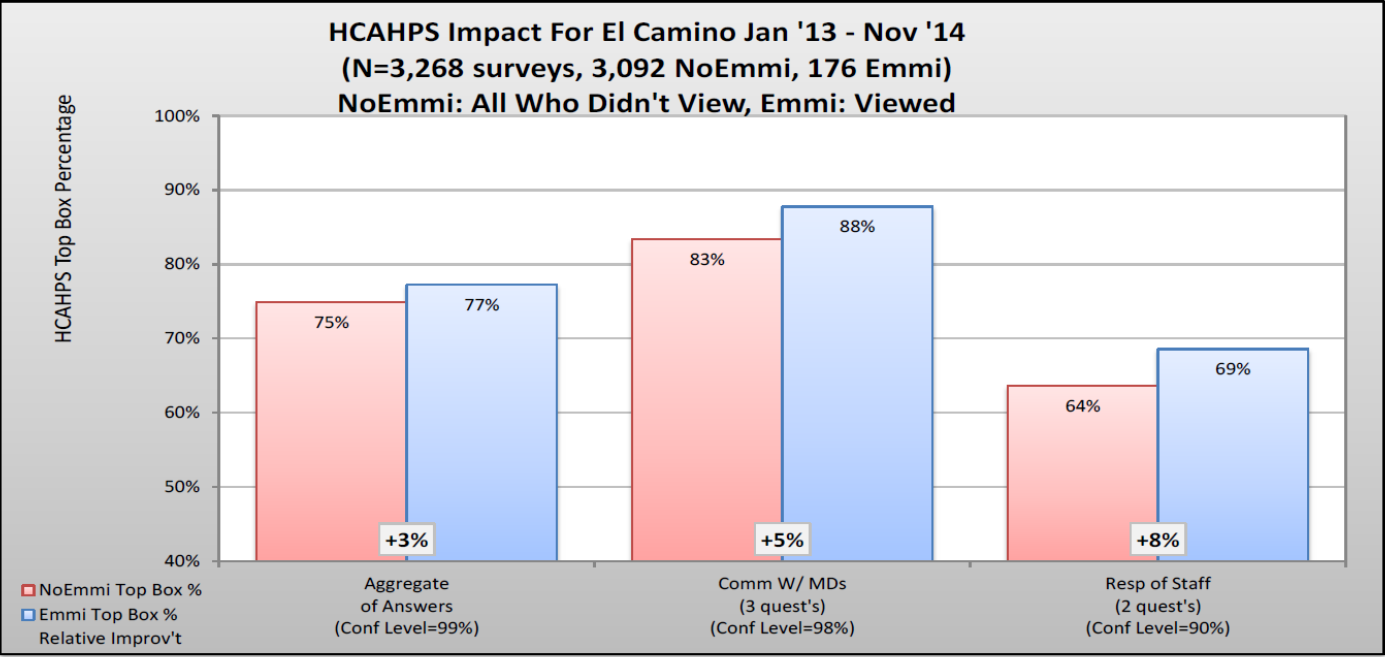
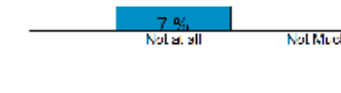


– Q1: “Your provider would like to know if there is anything they can do to improve your experience with them? (Y/N)”

How useful was the Emmi program in:



Did watching this program improve organization that gave it to you?



# Generational, psychographic, cultural preferences and prediction

- Vic Buzachero, Scripps Health
  - The 5 generations in the workplace
- Bruce Ettinger, Frame Health
  - Matching psychological profiles to clinical content
- Cultural Preferences
  - Patient Ambassador program
  - Meal options
  - Translation

Traditionalists (1930-1945)

Hard working

Loyalty

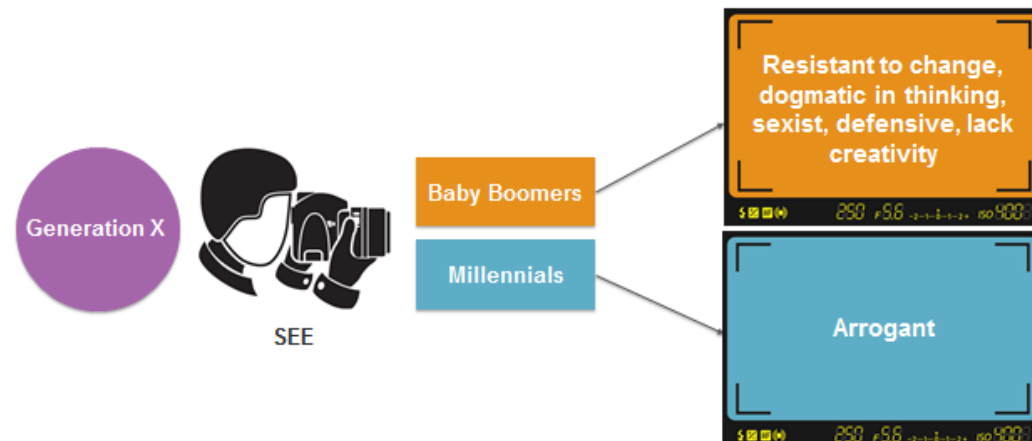
Duty before pleasure

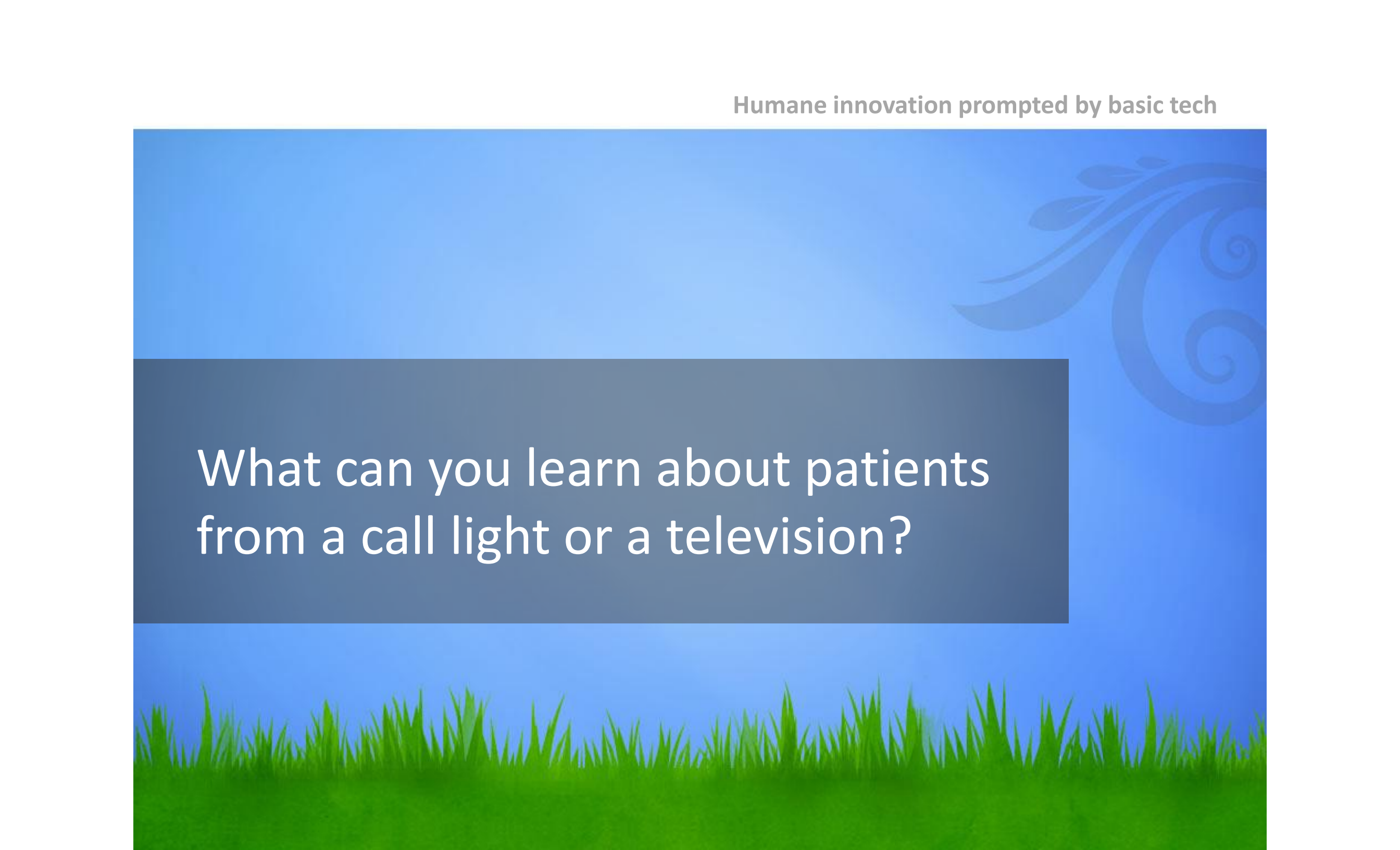
Dedication

Don't question authority

Adhere to rules

Through the Lenses





What can you learn about patients  
from a call light or a television?

# Thoughts about calling for help in a hospital...

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# Shift focus: Powered by analyticsMD

- Predicting falls
- Predicting dissatisfaction
- Sending real time alerts
- Patterns— Heat map
- Prioritizing leader visits
- Linkage to Vocera

**FALL RISK: Please check on patient in room 3205 on 3B. 9 Bed Exit alarms recently**

An update for Patient Experience Team



Powered by analyticsMD

## Hi Patient Experience Team

We've analyzed the data and recommend the following actions

### Patient Satisfaction Alert

Dis-satisfaction prediction: Please check on patient in room 3222 on 3B (Last 48 hours: 28 calls, 71.0 call length (sec), 0 calls about beeping machines, 0 pain-related calls)

[This alert was helpful!](#) [Not as helpful](#)

Alert to a list of patients most likely to be dissatisfied

### Patient Satisfaction Alert

Dis-satisfaction prediction: Please check on patient in room 2311 on 2C Medical (Last 48 hours: 4 calls, 92.4 call length (sec), 0 calls about beeping machines, 0 pain-related calls)

[This alert was helpful!](#) [Not as helpful](#)

Alert to a list of patients most likely to be dissatisfied

### Patient Satisfaction Alert

Dis-satisfaction prediction: Please check on patient in room 4212 on 4B (Last 48 hours: 21 calls, 81.7 call length (sec), 1 calls about beeping machines, 1 pain-related calls)

# Easy Win: Let patients engage when they are ready



Hospital Information: Hospital - El Camino Hospital, Nursing Unit - 2C Renal Medical

Q: The following is a survey composed of six Yes/No questions and should take 30-60 seconds to complete.

Q: 1. Hospital staff communicate clearly with me and my family

A: No

Q: 2. Hospital staff respond quickly to my needs

A: Yes

Q: 3. Hospital staff listen to what is important to me

A: Yes

Q: 4. This room meets my comfort needs

A: Yes

Q: 5. I need additional information about the medication I am taking.

A: No

Q: 6. I'd like to speak to someone about my experience

A: Yes



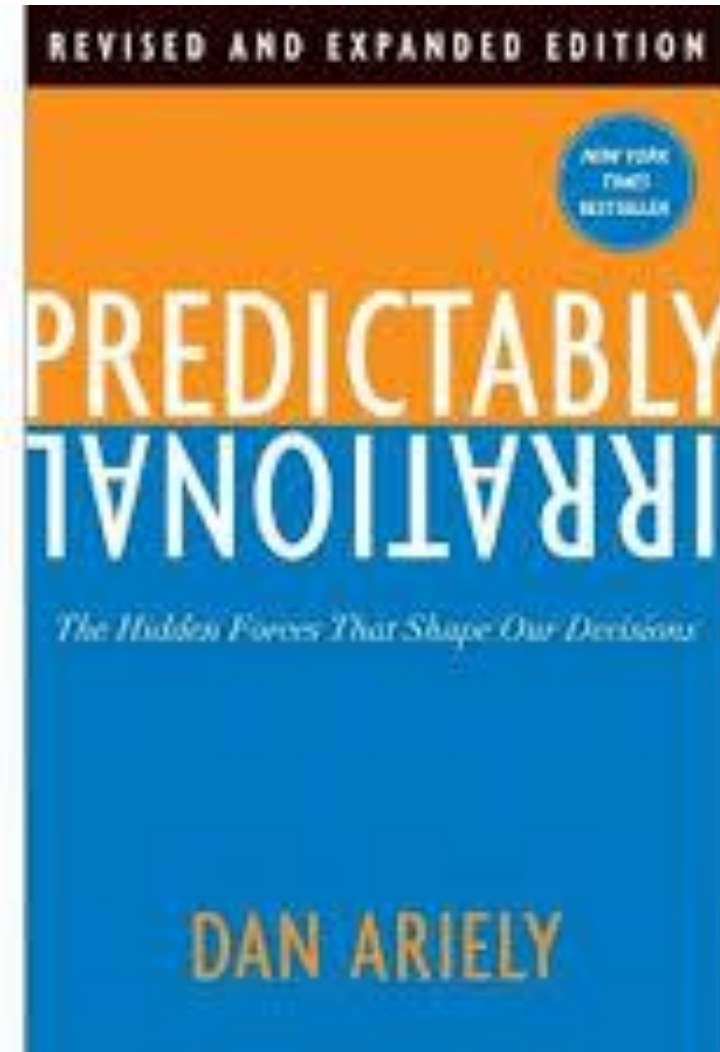
# Empowering the patient voice and the staff response

# Predictably Irrational!

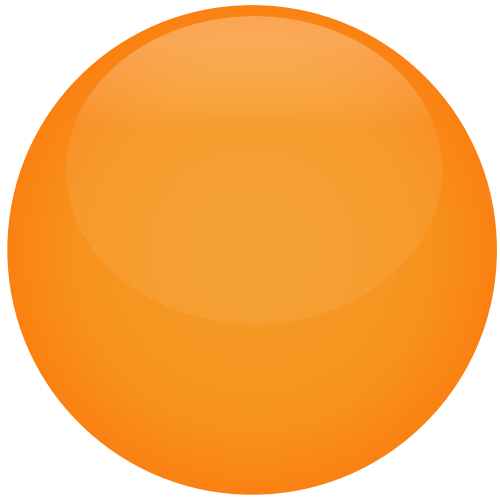
- Reflections on the existence of well-defined preferences
- Bundling medical tests so that people remember to do them...just like car maintenance



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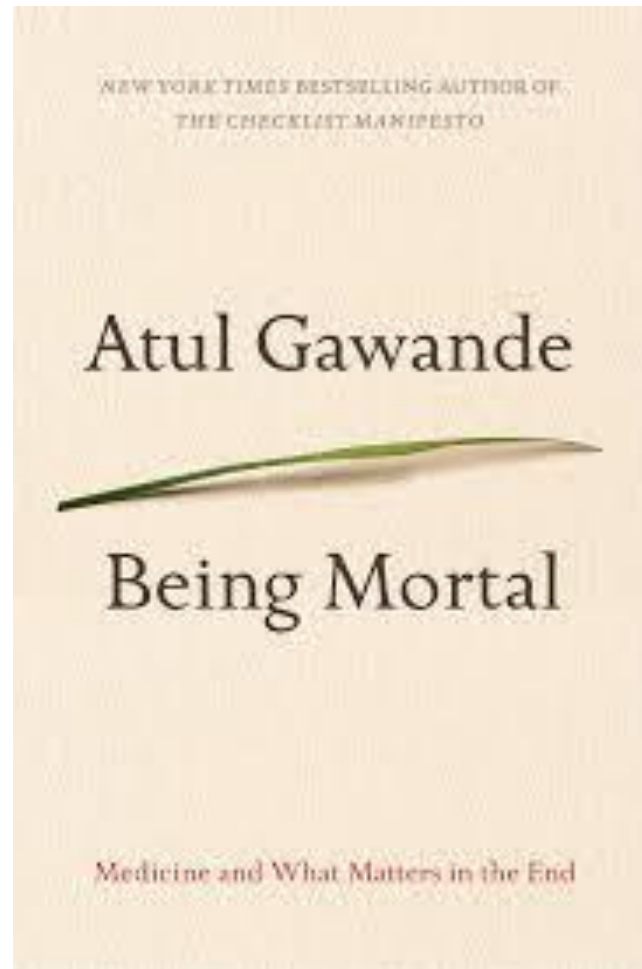


**A POWERFUL PATIENT CENTERED  
QUESTION :  
WHAT CONCERNS DO YOU HAVE?**



# The hardest preferences to capture

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Copilots in Care



## Checklist for Intelligent Patient Experience

- ✓ Capture patient voice to understand preferences
- ✓ Improve connectivity to navigate the system
- ✓ Recognize patients/families as members of the team
- ✓ Enable meaningful interactions with relevant data
- ✓ Provide tools to support patients' care decisions



# Different Frameworks – Same Goals?

## **National eHealth Collaborative:**

- Inform me
- Engage me
- Empower me
- Partner with me
- Support My e-Community

## **Patient and Family Centered Cultures (IHI, Planetree, IPFCC)**

- Patient/Family Involvement
- Organizational Culture
- Personalization of Care
- Continuity of Care
- Access to Information
- Environment of Care
- Spirituality
- Caring for the Caregiver



Meaningful?

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What questions or concerns  
do you have?

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