

“Patient Satisfaction” The New Metric of Healthcare



A “Tail” of Two Patients

- Patient #1-examined within a few minutes upon arrival in the office, has a radiographic studies, and has a surgery scheduled for the following week
- Total time in office 20 minutes



Patient #2

- Sees PCP after waiting 3 weeks for an appointment
- Waits an hour to see the PA
- Another hour to see the PCP
- Waits 4 wks for results of PAP
- Waits an indefinite time for prior authorization for referral to gynecologist



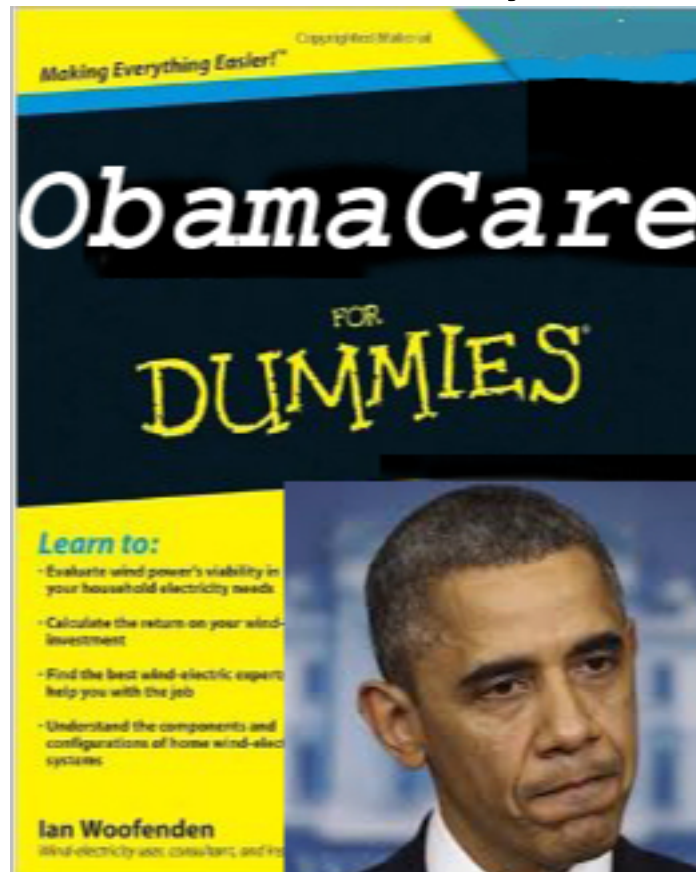
Which practice has better patient satisfaction scores?

Let's look at the differences



The Differences

Patient #2 is one of 20 million Americans plugged into the healthcare system following the ACA



The Difference

Patient #1 is a golden retriever taken to a veterinarian!



Objectives

- How to measure patient satisfaction
- What are suggestions for enhancing patient satisfaction

Enhancing Patient Satisfaction

Start *before* patient comes to the practice



***Before* the patient arrives at the practice**

- The telephone answered properly
- Patient advised to complete health questionnaire *before* coming to the office
- Patient directed to the website
- Patient reviews educational material on their medical condition condition

Directed to Website and Disease Specific Educational Material

COMPLIMENTARY E-BOOK



6 Steps To
MANAGING SEXUAL PROBLEMS In Men & Women

Name

Email

GET IT NOW!



E.D. / Impotence
IMPROVE YOUR QUALITY OF LIFE!

+ CURRENT PATIENT WAIT TIME: 15-20 MINUTES

NEW ORLEANS UROLOGIST DR. NEIL BAUM

Welcome to the website of Dr. Baum; a nationally recognized urologist, speaker and author with over 30 years of experience.


We encourage you to browse through our site for a comprehensive overview of our team members, the clinical and academic services we offer, as well as the new Patients page so that we may schedule an appointment and address your urological concerns.

? ASK THE DOCTOR A QUESTION

BOOK AN APPOINTMENT 

WHAT PATIENTS ARE SAYING...

You Turned My Life Around

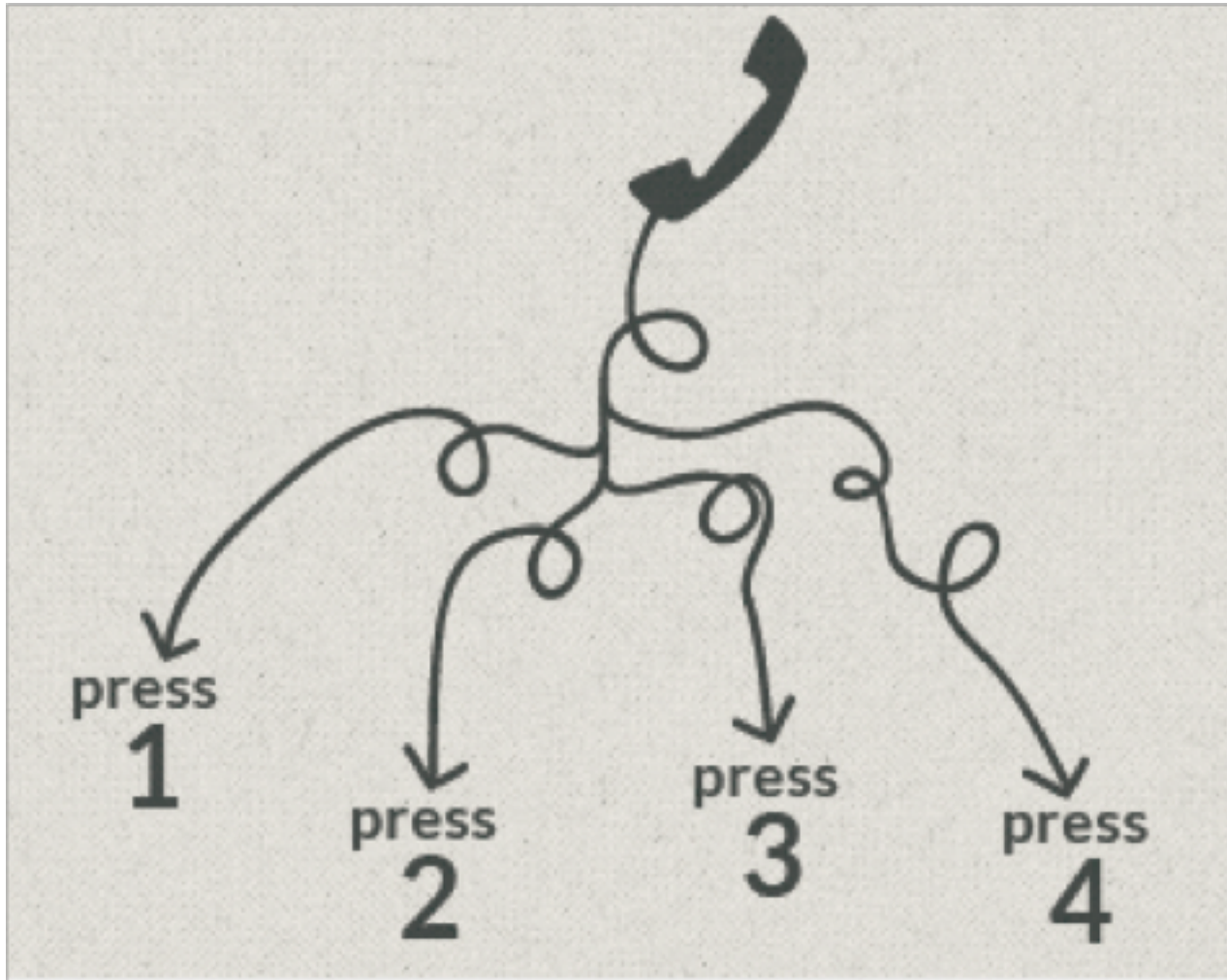


Giving Patients A Positive Exp.

- Usually starts with the telephone
- That's where you create a first impression on the patient



Avoid Phone Trees



THM

Trees are for fruit and acorns *not* patients!



Telephone = Opportunity



What To Expect On The First Visit

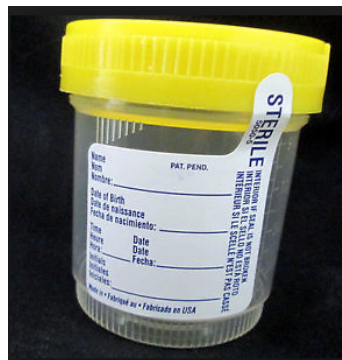
1st visit will take ~45-60 minutes

Bring a copy of *all* studies and lab reports

Bring a list medications including OTC meds

“You will be asked to give a urine specimen”

Complete health questionnaire *before* appt.



Patient Completes Paper Work *Before* 1st Appointment

- Insurance information
- Demographics
- Contact information
- Health questionnaire

Personal Health Questionnaire

- 1) Name: _____
- 2) Date of Birth: ___day___ month _____ year
- 3) Height: ___ feet ___ inches
- 4) Weight: _____
- 5) Past Medical History (Other Medical Problems): ___ yes ___ no
If yes, please explain: _____

- 6) Prior Surgery: _____ Date: _____
- 7) Medications (Include Dose) – Please list:
a. _____
b. _____
c. _____
- 8) Allergies to Medications: _____
- 9) Do you smoke? ___ yes ___ no If So, how many packs per day? _____
- 10) When did you quit smoking? _____
- 11) Are your parents alive? ___ yes ___ no
- 12) Age of death of mother and cause of death: _____
- 13) Age of death of Father and cause of death: _____
- 14) Any family history of prostate cancer? _____
- 15) Occupation/Job? _____
- 16) How many children do you have? _____
- 17) Who referred you to Dr. Scherr? _____
- 18) Name of Medical Insurance Primary: _____
- 19) Name of Medical Insurance Secondary: _____

Patient Arrives in the Office



Share Your Successes In the “Reception” Area



Samples From WFB

FRANCISCO S. DAVIS
524 Brookmeade Drive
Gretna, Louisiana, 70056
(504) 393-2885

Dr. Neil Baum, M.D.
3525 Prytania St.
Suite 614
New Orleans, Louisiana 70115


Dear Dr. Baum:

The Veterans Administration Medical Facility, New Orleans, where I receive my general medical care, will now provide me with urology care.

However, I would like to take this opportunity to thank you and your staff for the excellent care that you have provided me. Because of the procedures and treatments provided I am now in much better health and no longer experience the problems that brought me to your clinic.

Thank you and please thank your staff for me. I shall always, if the opportunity arises, recommend your medical care and service to others.

Sincerely,


Francisco S. Davis
Major, USA (Retired)

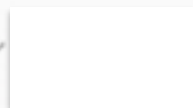
11/15/17

Dr. Baum,

I am writing to thank you for taking such great care of my son Max during our trip to New Orleans. You "magically" set us both at ease! Max fared very well after the procedure, almost as if nothing had occurred.

I very much appreciate your understanding of our unique situation with my special son. Having Max in my life tends to draw amazing, caring and compassionate people into our circle. Thank you for being one of those people!

Kind regards, Jennifer



Warm Fuzzy Book(S)



Other Uses of WFB

- Post testimonials on website
- Send to insurance companies
- *Must* obtain permission from patient

Dr. Baum has taken care of my elderly father for many years. He has an elevated PSA level but Dr. Baum has explained the concept of "wacthful waiting" and I and my father appreciate this plan of management.

Lauren Waguespack

Be On-time

“Languishing in the waiting rooms causes more patient dissatisfaction than any other aspect of medical care including fees.”

Study by AMA

Be Polite and Practical About Use of Cell Phones

“Turn off cell phones in the office!!”

or

“**Please** turn off your cell phone when the doctor\nurse enters the exam room. Thank you.”



***After* the patient leaves the practice**

- E-mail newsletter
- Provide additional educational material pertinent to medical\pain condition

After The Patient Leaves

Take Home Gifts

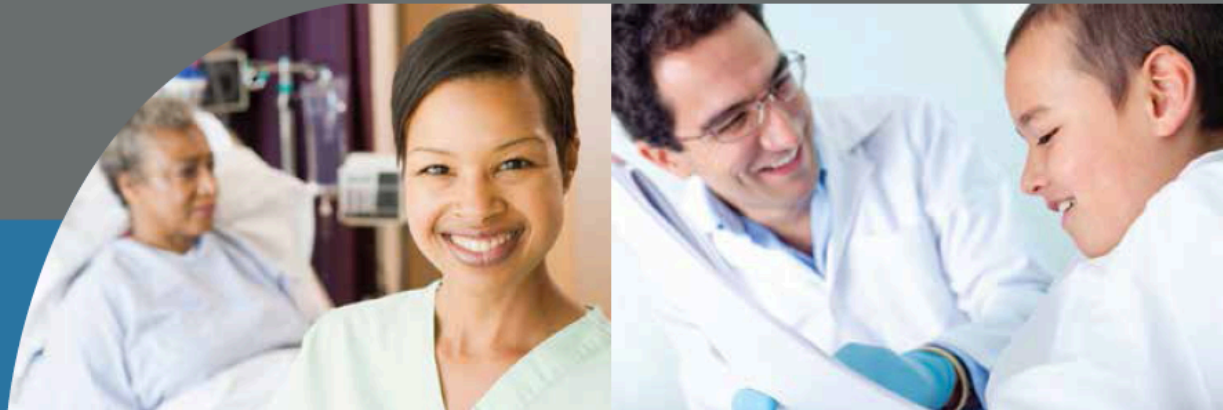
- Breast self-exam card
- List of credible websites
- Wallet medication card
- Samples and FAQs on medication

Capture E-mail Addresses: Newsletter



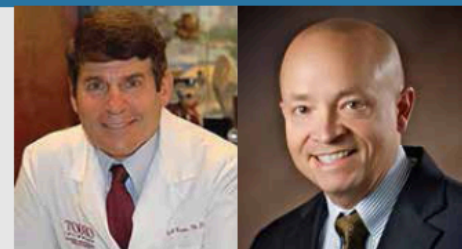
 Neil Baum M.D.

3525 Prytania St., Suite 614 | New Orleans, LA 70115
504.891.8454 *Se Habla Español* | www.neilbaum.com



Welcome to the March 2015 issue of the

YOURology Update!



Getting Started

“Hey, How’m I doing?”

Mayor Ed Koch



Preparing P.S. Surveys

- Brevity! (<1 page)
- Written surveys most cost-effective



Cost of Surveys

~\$300 to \$400 per physician



Sample Survey*

PATIENT SATISFACTION SURVEY

Name of the doctor this survey is about: _____

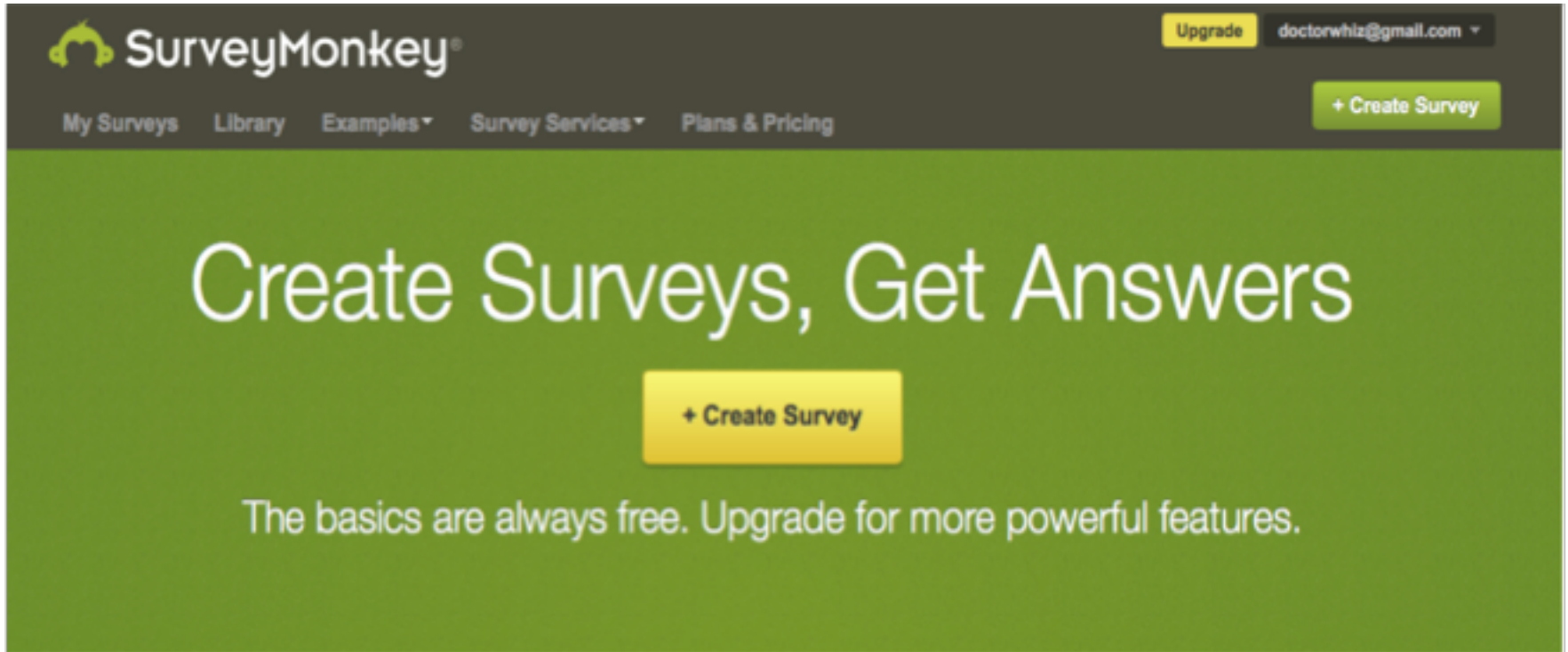
We are interested in receiving your feedback about the care provided at our office. Please take a few minutes to complete this survey and return it to us. Your responses are important to us.

Please circle your responses.

How satisfied are you with the following?	Extremely Dissatisfied	Very Dissatisfied	Satisfied	Very Satisfied	Extremely Satisfied
1. Ease of making appointment for checkups (physical exams, well visits, routine follow-up appointments)?	1	2	3	4	5
2. Ease of making appointments for sickness?	1	2	3	4	5
3. Ease in contacting your doctor when our office is closed (nights and weekends)?	1	2	3	4	5
4. Ease in speaking directly with your doctor by telephone when you call during office hours?	1	2	3	4	5
5. The time it takes someone from our office to respond when you call the office with an urgent problem?	1	2	3	4	5
6. Waiting time in our office?	1	2	3	4	5
7. Ease in obtaining follow-up information and care (best results, medicines, care instructions)?	1	2	3	4	5
8. Overall medical care at your doctor's office?	1	2	3	4	5
9. Our office's appearance?	1	2	3	4	5
10. Our office's convenience (location, parking, hours, office layout)?	1	2	3	4	5
11. The way we teach you about improving your health?	1	2	3	4	5
12. The way your doctor involves other doctors and caregivers in your care when needed?	1	2	3	4	5

How caring would you say the following individuals are?	Extremely Uncaring	Very Uncaring	Caring	Very Caring	Extremely Caring
13. Your doctor?	1	2	3	4	5
14. Our medical staff?	1	2	3	4	5
15. Our office staff?	1	2	3	4	5
	Definitely Not	Probably Not	Not Sure	Probably	Definitely
16. Would you recommend your doctor to your family or friends?	1	2	3	4	5

Perhaps a Better Method surveymonkey.com



The image shows the SurveyMonkey website homepage. At the top left is the SurveyMonkey logo. To the right of the logo is a navigation menu with links for "My Surveys", "Library", "Examples", "Survey Services", and "Plans & Pricing". In the top right corner, there is an "Upgrade" button and a user profile dropdown showing "doctorwhiz@gmail.com". Below the navigation is a large green banner with the text "Create Surveys, Get Answers" in white. A yellow button with "+ Create Survey" is centered on the banner. Below the banner, the text "The basics are always free. Upgrade for more powerful features." is displayed in white.

SurveyMonkey®

Upgrade doctorwhiz@gmail.com

My Surveys Library Examples Survey Services Plans & Pricing

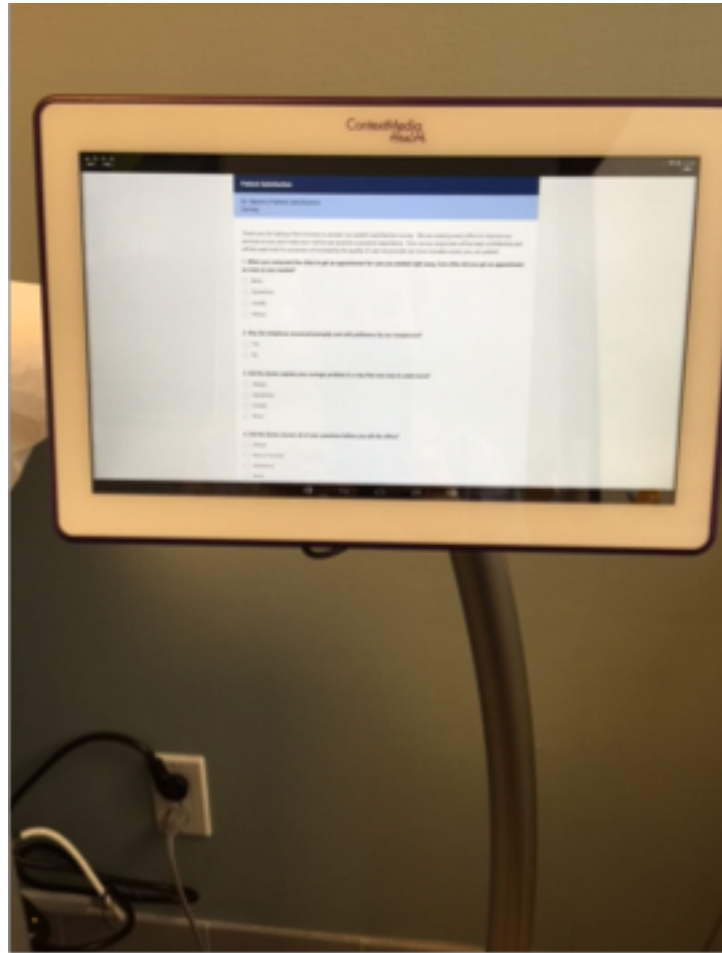
+ Create Survey

Create Surveys, Get Answers

+ Create Survey

The basics are always free. Upgrade for more powerful features.

ContextMedia Kiosk



Cost of SurveyMonkey.com?



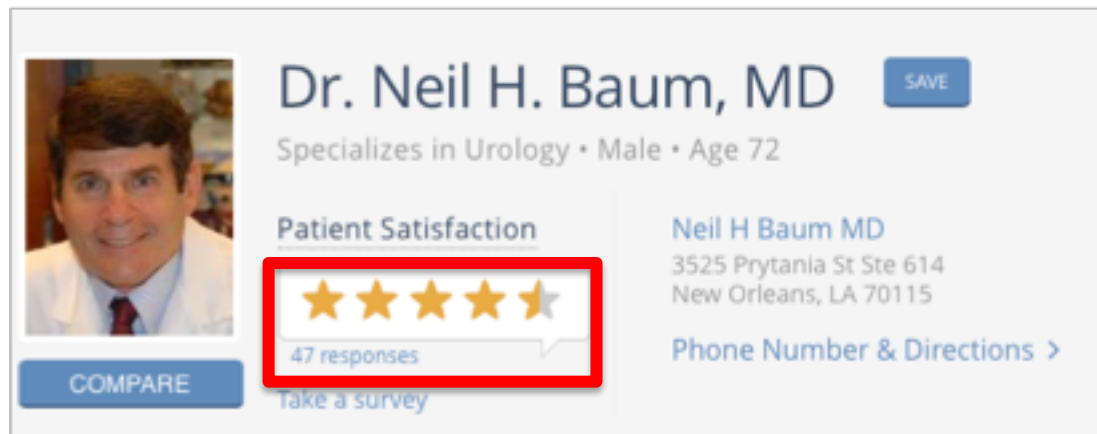
Outsource collection of health care data

- <http://www.ncqa.org/tabid/170/Default.aspx>
- The Myers Group-800-692-0041
- National Research Corporation-402-475-2525
- Press, Ganey Associates Inc.-219-232-3387



Using Results

- Share favorable data with insurance cos.
- Post results on your website
- Use testimonials to enhance your ORM



Dr. Neil H. Baum, MD [SAVE](#)

Specializes in Urology • Male • Age 72

Patient Satisfaction

★ ★ ★ ★ ★
47 responses
[Take a survey](#)

[COMPARE](#)

Neil H Baum MD
3525 Prytania St Ste 614
New Orleans, LA 70115

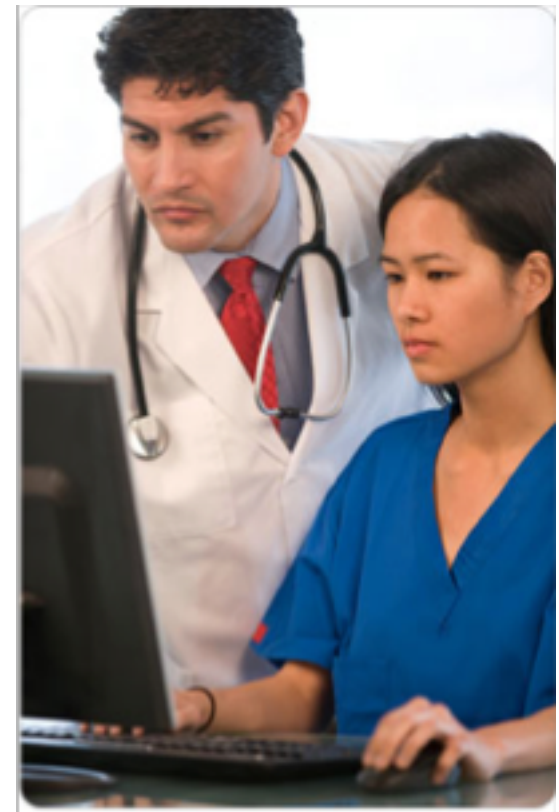
[Phone Number & Directions >](#)

★ ★ ★ ★ ★ Apr 14, 2016 by Rev. Harold Rapp

I have been a patient of Dr. Baum's for more than 20 years. Although going to a doctor is not my favorite thing to do, I really enjoy visiting Dr. Baum and his wonderful staff. As a matter of fact, as a minister I often talk about Dr. Baum from my pulpit as he is such an amazing, friendly, and competent doctor. I couldn't recommend a urologist more highly.

Role of Employees

- Hire nice people-people who enjoy serving patients
- Train for technical skills
hire for personal skills



Employees

- Reward and celebrate service excellence
- Positives > negatives
- Say thank you



Thanks a Million

Neil Baum, M.D.
3525 Prytania St., Suite 614
New Orleans, LA 70115
(504) 891-8454

_____ 19 _____

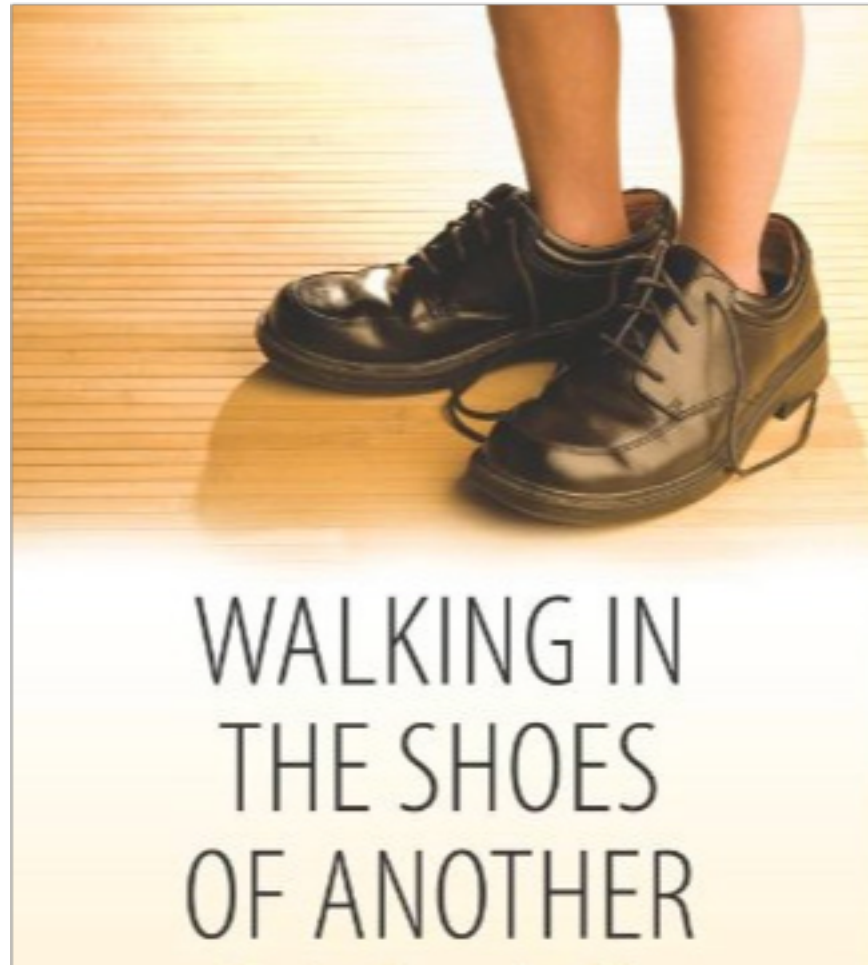
PAY TO THE
ORDER OF _____

\$ _____ THANKS

THANKS A MILLION

BAUM'S BANK OF GRATITUDE
WIZ'S BRANCH

Walking in the shoes of your patients

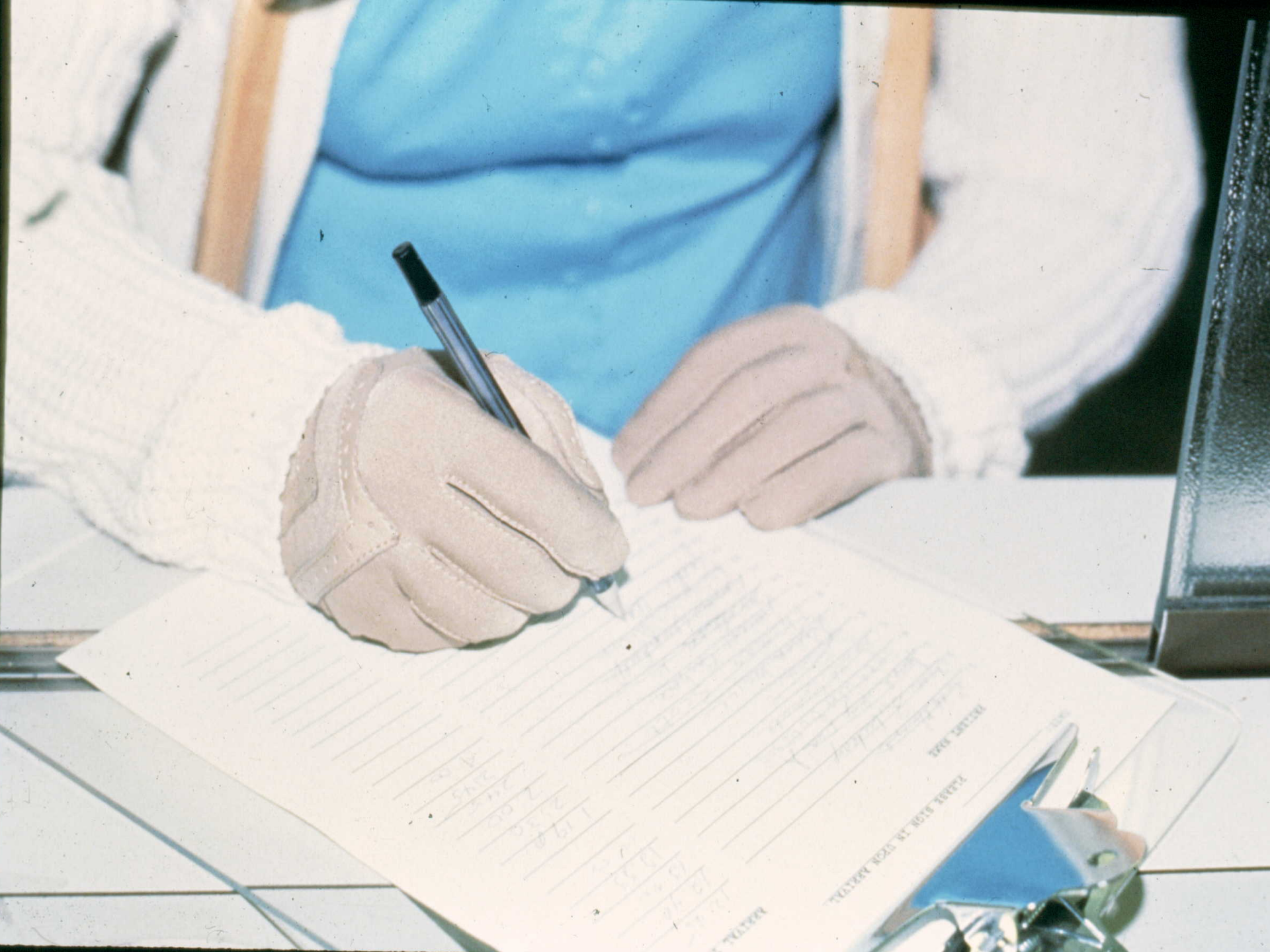


Senior Citizen Simulation









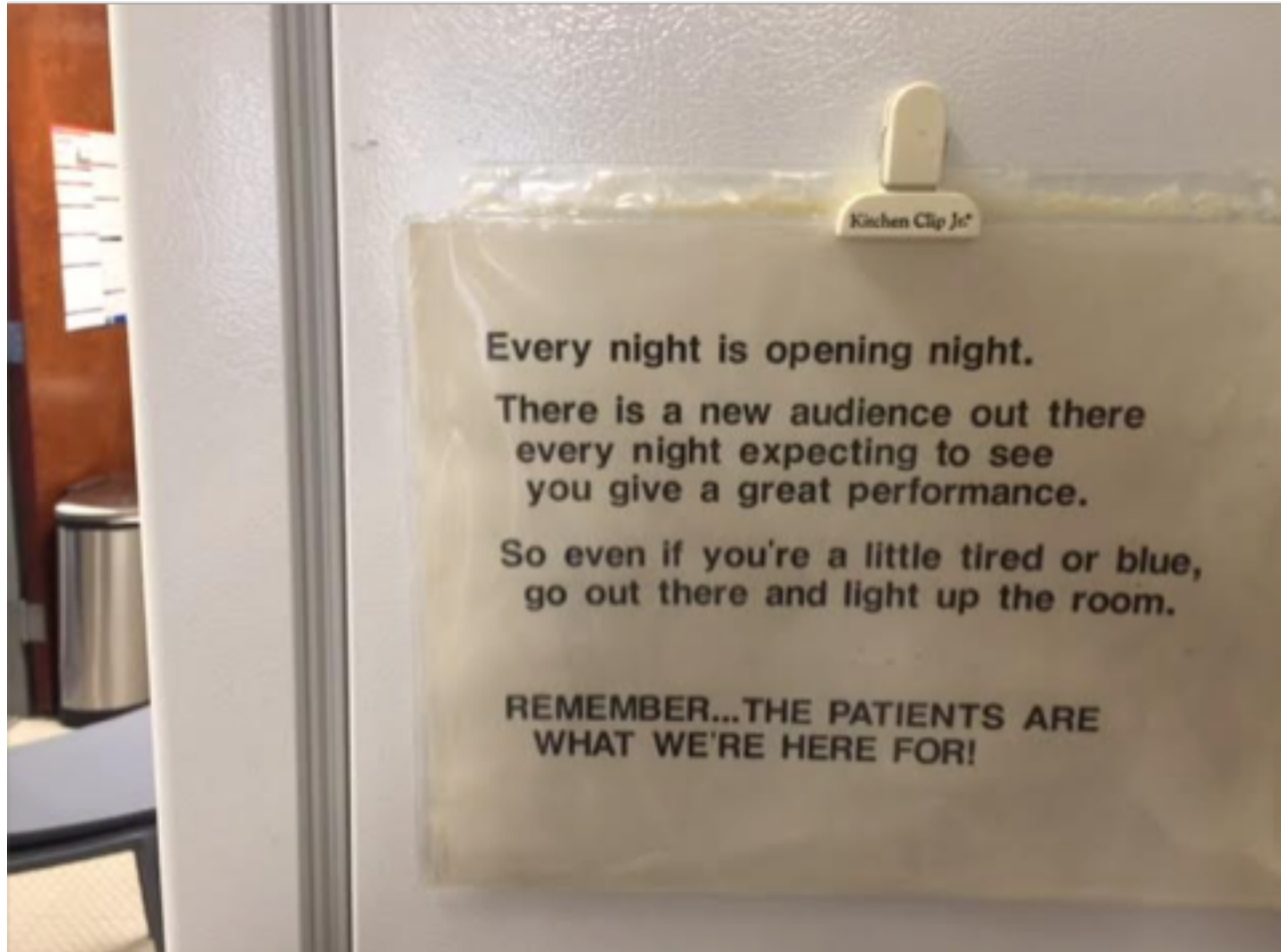


Lessons Learned

- Chairs had to be comfortable
- Easy to get out of chair
- Current updated reading material
- Print size of educational material (>14 pt.)



Set Expectations



Where's the beef on PS

- Improved outcomes
- Better patient care
- Improved efficiency
- Fewer hospital stays
- Less complications
- Reduce overhead
- Improved physician satisfaction
- Enhanced online reputation
- Decreases risk of litigation



Summary

- Patient satisfaction is a metric we are *all* going to be required to measure
- Reasonably easy to quantify
- Use the results to enhance the patient exp.



Please Rate Your Experience With Us:

Excellent	<input checked="" type="checkbox"/>
Good	<input type="checkbox"/>
Average	<input type="checkbox"/>
Poor	<input type="checkbox"/>

A red pen tip is pointing to the 'Good' option.

Results

I believe doctors can do as well as or better than the vet! 😊

