Community Engagement:

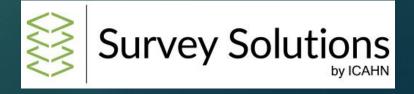
Becoming Provider of Choice

ANGIE CHARLET



Objectives

- This session will help your organization determine your current gaps in care;
- How the framework of Patient Centered Medical Home can enhance your patient experience;
- Build your internal and external market; how to engage your market with community health needs assessment and sustain your new patient driven culture.
- This session will also take a look into CLS's Leadership and Team-Building trainings to enhance the skills and communication essential to sustainability and growth.



But before we begin

Think about a company (not healthcare) that you use frequently?

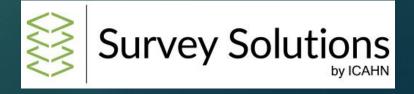
- ► Why do you go there?
- What are the attributes and experiences you enjoy?



Flip it...

▶ Now think of a company you do not use or try to avoid...

- What type of experience did you have?
- What are the negative attributes? Customer service?



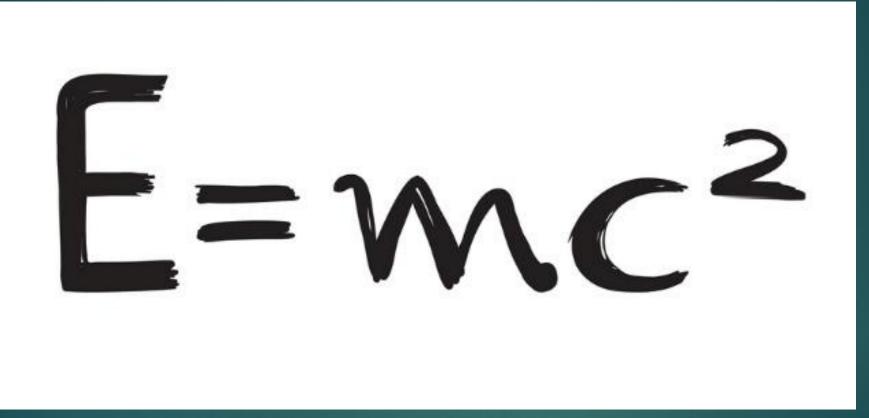
What is Provider of Choice

What do you 'feel' when you go to your provider?

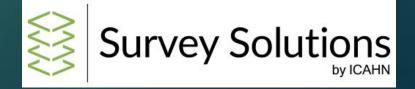
- What is the 'warm fuzzy' that keeps you going back?
- What can be done better?



Let's Get Started



Engagement = Market * Customer * Communication



Engagement

- More than satisfaction or 'happiness' in the job
- Engagement is being fully connected/invested in creating 'value' for not just the patient but for the organization
- Engagement requires a strategy
 - Clinicians and leaders alike can influence patient behavior
 - Becomes a core competency within the organization
 - Starts with customer service



Employees

Research shows nationwide only 13 percent of workers are engaged

In U.S. Americans are 30 percent engaged (Gallup, Inc. 2016)

Drivers

- Feeling valued and involved
- Purposeful, worthwhile work and work environment (Passion)
- Relationship with supervisor to leadership
- Recognizes opportunities for growth
- Respect and recognition of value



Clinicians

AHRQ Physician burnout study

- Time pressure (not enough to see the patients)
- Lack of work control and provider did not has enough influence on workplace or schedule
- Inefficiencies of the workplace, process and workflow, lack of equipment
- Degree of provider values and purpose align to organization

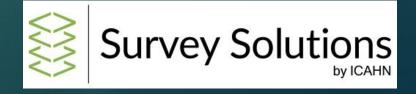
Drivers

- Quality
- ► Efficiency
- Appreciation
- Communication both input and responses



Getting Started

- Set clear and concise goals including accountability
- Keep all goals transparent
- Select only handful of goals with data...too much gets lost
- Keep data understandable
- Align all goals to leader goals with key drivers
- Communicate communicate communicate
- Most important: Train them...from leader development to all staff professional development
- Create the sense of engagement and inclusion "their opinion matters"
- Rounding!



Patient and Family Engagement

Drivers

- Informed about their health and healthcare needs
- Generation gaps and meeting their needs
- Involved in decisions...no longer passive
- Actively involved in self-management/self-care behaviors
- Are asked to provide feedback (both on the experience and their outcomes)
- Committed to results that last
- Most importantly..."How do you make me feel"



Getting There

Build trust with patient and family/caregiver (Passion)

- Demonstrate empathy (Trust)
- Keep all care individualized and specific (Unique)
- Celebrate successes and small wins (Caring)
- It's the small gestures that become meaningful
- Patient engagement is the new core competency for value



Market: Your Professional Image

- Who are your referral sources?
- What is reflected in payer source?
- Communicate with payers and employers
- Understand your population
- Community Health Needs Assessment
- Public Health -- iPlan
- Community Resources



Community Engagement

- Provider presence
- Lunch n Learns
- Get to know me...'Dine with the doc'
- Topic/Disease specific education
 - ► CCM/TCM
 - Care Management
- Wellness programs



Identify the Gaps

- Observation
- Workflow identification
- Secret shoppers
- Survey results
 - Employee engagement
 - Clinician engagement
 - Patient engagement
- Action plans
 - Engage employees
 - Identify leaders (formal and informal)
- Evaluate and Communicate!



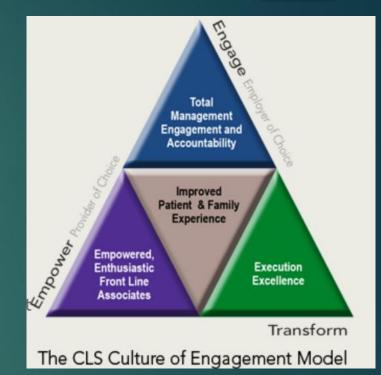
Culture of Engagement

- Create a sustainable culture of exceptional employee morale to become an Employer of Choice
 - This initiative has helped me to grow and mature in a positive way both professionally and personally. It has now given me a voice and confidence level that I never had before." Kelly Coffelt, Front Line Staff, Unity Health Center, OK

The CLS Transformational Initiatives:

- Hospital of Choice Initiative[™]
- Culture of Engagement Initiative[™]
- Leadership Accountability Initiative™
- ED Success Blueprint Initiative™

- Rural / Critical Access Hospital of Choice Initiative[™]
- The Outpatient Center Service Excellence Process™
- The Medical Clinic of Choice Initiative[™]





How Can We Help?



