



Community Engagement:

Becoming Provider of Choice

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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?



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Let's Get Started

$$E = mC^2$$

Engagement = Market * Customer * Communication



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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™



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How Can We Help?



- HCAHPS
- CGCAHPS
- EDCAHPS
- Outpatient
- Swing Beds
- OAS
- Board
- Provider
- Employee