People Business

Operational Excellence is dependent on a Culture of Caring
WHO IS OUR CUSTOMER?

**Define**
- Wikipedia
- Hospital Gift Shop Mission
- Hospital Mission

**Survey**
- Starbucks
- Hospital Gift Shop Survey
- Cleveland Clinic
LISTENING: BEST PRACTICES

* Starbucks
* Cleveland Clinic

Customer Feedback and Word of Mouth

Empathy
Customer Experience = Sum of all experiences a customer has with a supplier of goods and/or services over the duration of their relationship with that supplier.

Wikipedia
* **SEEING** with the **EYES** of another

* **LISTENING** with the **EARS** of another

* **FEELING** with the **HEART** of another

Empathy: The Human Connection to Patient Care.mp4
Why Focus on the Customer?

“It is our Mission”
Examples of Mission Statements

Our mission is to improve the health of the communities we serve with quality and compassion.
John Muir Hospital

Caring, Healing, Teaching and Discovering
UCSF Medical Center

How does your hospital define its mission?
BRANDING THE MISSION

Defines the Hospital Image

* HumanKindness
* [Whale Shark Rescue.mp4](#)

* NBC Nightly News

* Kaiser Permanente
  * [Perfectly Ordinary – Kaiser Permanente Thrive Ad.mp4](#)
Help the Customer Feel Good

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou

celebquote.com
HCAHPS

* Hospital Consumer Assessment of Healthcare Providers and Systems

* “How Can You Always Help Patients and Providers Succeed”

by Deborah Austin, MPA
John Muir Hospital
Nine Principles – A Culture of “Always”

1. Commit to Excellence
2. Measure the Important Things
3. Build a Culture Around Service
4. Create and Develop Great Leaders
5. Focus on Employee Satisfaction
6. Build Individual Accountability
7. Align Behaviors with Goals and Values
8. Communicate at All Levels
9. Recognize and Reward Success
Service Recovery

Example of Sign in Gift Shop

GIFT SHOP SERVICE RECOVERY

$45 Flower Arrangement  $65 Gift Basket  $40 Activities Basket

- Custom baskets are available at different price points upon request.
- Snack bags available with dietary approval from patient’s nurse.
- Items can be charged to your department’s cost center.
- Proceeds go back to Scripps.
- Managers may order $10 Gift Shop coupons by e-mailing:
  schmidt.loretta@scrippshealth.org or Ljgiftshop@scrippshealth.org

EASY TO ORDER!
During Gift Shop hours call (858)696-6078
Monday-Thursday: 9am - 8 pm
Fridays: 9am - 10pm
Saturdays: 10am - 5pm
Sundays: 11am - 5pm
After hours e-mail request to
LJ Giftshop@scrippshealth.org

When ordering be prepared to give the following information:
- Patient’s name and room number.
- What you would like to order.
- The message you would like on the card.
- Your name and your manager’s name.
- Your cost center number and department.
Survey

Customer service

Excellent

Poor
Treating Healthcare With Patient Engagement

The current state of patient engagement is not good enough. The use of mobile technology shows that patients want to be engaged. The benefits of better patient engagement are limitless.

**Current State of Patient Engagement**

- **55%** doctors don't communicate between visits.
- **50%** think their job begins and ends in regular visits.
- **25%** think they should keep track of patients between visits.
- **91%** of chronically ill patients receive no plan of care.
- **72%** of patients don't schedule a follow-up.
- **83%** of patients don't follow treatment plans.

**Patients Want Engagement**

- **78%** US consumers interested in mobile health.
- **72%** Internet users in 2012 who looked up health info online.
- **52%** smartphone owners in 2011 who looked up health info on their phone.

**Benefits of Patient Engagement**

- **76%** reduction in mortality.
- **88%** reduced rate in dying of cardiac-related cause after heart attack.
- **25%** reduction in bed days.
- **20%** reduction in hospital admissions.
- **40%** spend less time on admin tasks.
- **91%** access info easier on the go.
- **56%** expedite decision making tasks.
- **74%** improved workflow.
- **86%** better multitasker.

**SOURCES:**

- [AMA-ASFM.org](http://ama-asfn.org/sms/news/2013/02/07/stress0107.htm)
- [Healthcare.gov](http://healthcare.gov/)
- [LeadingReach.com](http://leadingreach.com/)
- [SparkleReach.com](http://sparklereach.com/)

Produced by LeadingReach

Leading Reach is a trademark of SparkleReach, Inc. © 2013
Health and “Appiness”
THE PATH TO HCAHPS SUCCESS

The Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) initiative, a standardized 27-item survey distributed to a random selection of patients 48-hours to six hours after discharge, was developed as a way to compare hospitals through common metrics. Here are a few components of the survey that hospitals must ALWAYS be proficient in.

Patients get asked how well doctors and nurses treated them during their stay and how responsive they were to their requests.

The survey includes multiple questions on how well the patient’s pain was managed during their stay.

HCAHPS has several questions on how effective doctors and nurses communicated with the patient.

There are several questions on the hospital’s environment, such as the quietness of the area around the patient’s room.

Information source: HCAHPSonline.org
AIDET

AIDET in Practice

A = Acknowledge
I = Introduce
D = Duration
E = Explanation
T = Thank You
The Selection of Merchandise is the Messenger of the Mission

**Gifts**
- Baby
- Balloons
- Books, Magazines
- Clothing
- Flowers
- Jewelry
- Plush
- Toys, Games
- Stationary, Greeting Cards

**Convenience**
- Candy
- Beverages
- Snacks
- Sundries
- Stamps
- Phone Cards
10 Need to Know Phrases

* 1. Mind Your Manners
* 2. Be Present
* 3. Be Positive
* 4. Support your Team
* 5. Do Sweat the Small Stuff

* 6. Make a Promise, Keep a Promise
* 7. Rediscover Silence
* 8. Be Thankful
* 9. Think Ahead
* 10. Just Do It

* John Hopkins Service Excellence
Service Examples

Championing Health:
SF Giants World Series

Wedding:
Decorate Patient Room

Gift Shop at UCSF Medical Center
Culture of Always

* Right Product
* Right Time
* Right Price

* Right People
* Right Service
* Right Greeting
Published on Aug 15, 2014

As health care transforms to better meet the needs of patients and communities, volunteers play a strategically critical role in supporting that evolution.

The Power of One - Volunteer Edition.mp4

- Winston Churchill
Summary

* Best Practices in Patient Care =
* Best Patient Satisfaction Scores

Partners in Satisfaction
Thank You

* Lori Kliner
  Manager
  Volunteer Services/
  Gift Shop
  Scripps Mercy Hospital
  San Diego, CA

* Lilly Stamets
  Manager
  Gift Shops
  UCSF Medical Center
  San Francisco, CA