Patient Satisfaction: Survey Process & Use of Patient Perception Data

Kristen Smith, MHA, PT
Senior Consultant, Fleming-AOD

Mary Dalrymple
Managing Director, LTRAX
Objectives

- Provide interpretation of patient satisfaction reports in LTRAX with comparative Hospital Compare data
- Discuss workflow and successful strategies to increase response rate
- Review current public reporting of patient perception data and tips to prepare your hospital for future reporting requirements
- Preview updates to the survey questions in LTRAX
Patient Perception: Background

Measuring Patient Perception

- Evaluate patient experience/satisfaction
- Effectiveness of customer service programs
- Hospital reputation
  - Business/referral development
    - Post-acute provider of choice
    - Patient choice
Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS)

- First nationally standardized, publicly reported survey of patients’ perspectives on hospital care
- Short-term acute care, non-specialty hospitals
- Publicly reported on Hospital Compare website at www.medicare.gov/hospitalcompare/search.aspx
- Administration timelines and guidelines
- Long-term acute care hospitals are NOT required to participate
Survey Content

- 22 questions
- Ratings across:
  - Nursing
  - Physicians
  - Hospital experience
  - Post-discharge
  - Overall rating/recommendation

Survey Reporting

- Composite scores
- Individual
- Overall rating
Patient Perception: Reporting

Composite Topics
- Nurse Communication (Questions 1, 2, 3)
- Doctor Communication (Questions 5, 6, 7)
- Responsiveness of Hospital Staff (Questions 4, 11)
- Pain Management (Questions 13, 14)
- Communication about Medicines (Questions 16, 17)
- Discharge Information (Questions 19, 20)

Individual Topics
- Cleanliness of Hospital Environment (Question 8)
- Quietness of Hospital Environment (Question 9)

Overall Rating
- Overall Rating of Hospital (Question 21)
- Willingness to Recommend Hospital (Question 22)
Three Reporting Categories

- Box Methodology
  - Top Box
  - Middle Box
  - Bottom Box
  - Placement is dependent upon the questions and answers
## Box Methodology

<table>
<thead>
<tr>
<th>Questions 1-17:</th>
<th>Answer Category</th>
<th>Box Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Always</td>
<td>Top</td>
</tr>
<tr>
<td></td>
<td>Usually</td>
<td>Middle</td>
</tr>
<tr>
<td></td>
<td>Sometimes</td>
<td>Bottom</td>
</tr>
<tr>
<td></td>
<td>Never</td>
<td>Bottom</td>
</tr>
<tr>
<td>Questions 19 &amp; 20:</td>
<td>Yes</td>
<td>Top</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>Bottom</td>
</tr>
<tr>
<td>Question 21:</td>
<td>9-10</td>
<td>Top</td>
</tr>
<tr>
<td></td>
<td>7-8</td>
<td>Middle</td>
</tr>
<tr>
<td></td>
<td>0-6</td>
<td>Bottom</td>
</tr>
<tr>
<td>Question 22:</td>
<td>Definitely yes</td>
<td>Top</td>
</tr>
<tr>
<td></td>
<td>Probably yes</td>
<td>Middle</td>
</tr>
<tr>
<td></td>
<td>Probably no</td>
<td>Bottom</td>
</tr>
<tr>
<td></td>
<td>Definitely no</td>
<td>Bottom</td>
</tr>
</tbody>
</table>
Patient Perception: Reporting

Three Report-Viewing Options: LTRAX

- Average box percentages
- Total box counts
- Average box counts

Hospital Compare Website Reporting

- Average percentage: Top Box
  - Details available for top, middle, and bottom
- Hospital data
- State average
- National average
3-Item Care Transitions Measure (CTM-3)

- Already in use in short-term acute care hospitals
  - Added to HCAHPS survey in January 2013
  - Public reporting begun; added to Hospital Compare in October 2014
- Will be eligible for inclusion in Hospital (IPPS) Value-Based Purchasing Program after a year of public reporting
- Will be added to the LTRAX patient perception survey during Q1 2015
CTM-3 Questions:

1. During this hospital stay, staff took my preferences and those of my family or caregiver into account in deciding what my health care needs would be when I left.
   - Strongly disagree
   - Disagree
   - Agree
   - Strongly agree

2. When I left the hospital, I had a good understanding of the things I was responsible for in managing my health.
   - Strongly disagree
   - Disagree
   - Agree
   - Strongly agree

3. When I left the hospital, I clearly understood the purpose for taking each of my medications.
   - Strongly disagree
   - Disagree
   - Agree
   - Strongly agree
   - I was not given any medication when I left the hospital.
Care Transitions Measure

- Combines answers to the CTM-3 questions to produce a measure of patient satisfaction with patient transition to another setting of care

- Box methodology:
  - Top Box = strongly agree
  - Middle Box = agree
  - Bottom Box = disagree & strongly disagree

Background:

The Care Transitions Program: [http://www.caretransitions.org/](http://www.caretransitions.org/)
Descriptive Data: Calendar Year 2014

- Response rate = 55%
- Number of surveys = 34,525
- Average age = 66 years old
- Male = 51%
- Female = 49%
Response Rate

Measuring Response Rate

- Define and modify
  - Exclude or include expirations
  - Exclude or include acute transfers
- Denominator
  - Discharges
  - Surveys distributed

Increasing Response Rate

- Survey distribution
- Survey collection
Response Rate

Method of Distribution

- Timing
- Responsible individual
- Communication with survey distribution
  - Mail: information on why the survey is important
  - Personal: message delivered
- Back-up plan if not successfully distributed

Method of Collection

- Personally collected
- Drop box on unit and by hospital exit
- Mail: self-addressed envelope to return
- Follow-up phone call
Other Strategies

- Patient experience is a priority
  - Throughout his/her hospitalization
  - Written information throughout hospital
  - Verbal communication

- Engaging the patient/family
  - Impact of their input
  - Use of former patient/family stories
  - Chance to win a prize

- Reward and recognition

- Opportunities for improvement
Patient Perception: LTACH Data

Sources: LTRAX and medicare.gov/hospitalcompare
Time period: LTACH - CY 2014; Hospital Compare - 10/12-9/13
Patient Perception: LTACH Data

<table>
<thead>
<tr>
<th>Category</th>
<th>LTACH</th>
<th>National Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pain Management</td>
<td>70%</td>
<td>71%</td>
</tr>
<tr>
<td>Communication about Medications</td>
<td>61%</td>
<td>64%</td>
</tr>
<tr>
<td>Discharge Information</td>
<td>91%</td>
<td>85%</td>
</tr>
</tbody>
</table>

Sources: LTRAX and medicare.gov/hospitalcompare
Time period: LTACH - CY 2014; Hospital Compare - 10/12-9/13
Patient Perception: LTACH Data

Sources: LTRAX and medicare.gov/hospitalcompare
Time period: LTACH - CY 2014; Hospital Compare - 10/12-9/13
Patient Perception: LTACH Data

- **Overall Rating**
  - LTACH: 70%
  - Hospital National Avg: 71%

- **Willingness to Recommend**
  - LTACH: 73%
  - Hospital National Avg: 71%

Sources: LTRAX and medicare.gov/hospitalcompare
Time period: LTACH - CY 2014; Hospital Compare - 10/12-9/13
Patient Perception: Comparative Data

**LTACH**
- Internal historical data
- Corporate
- LTRAX national average

**Short-Term Acute Care**
- Regional
- State
- National
**Strengths**
- Satisfaction with discharge information
- Quietness and cleanliness
- Overall rating and willingness to recommend

**Opportunities**
- Responsiveness of staff
- Communication
Patient Perception: LTACH Setting

LTACH Patients

- Medically complex with multiple needs
- Length of stay longer than in other hospital settings
  - Ability to develop relationship with team and familiarity with processes
  - Longer observation and internalization
- Lower percentage return home vs. those in STACH or other PAC settings

LTACH Services

- Complex but coordinated across a smaller team
- Ability to integrate patient/family over time
- Interdisciplinary team meetings
Patient Perception: Managing Expectations

Pre-Admission

Admission to LTACH

Staff/Physician/Service Introduction

Progress/Barriers

Discharge Planning
Managing Expectations: Pre-Admission

Communication

- Information provided to patient/family
  - About the services you provide
  - What to expect
  - Who to contact with questions
- Method of communication
  - Face to face
  - Brochures
  - Website
  - Tours

Setting the Stage

- Liaisons are the first impression
- Information needs to be realistic
  - Clinical services
  - Anticipated outcomes
  - Individualization
Managing Expectations: Admission

Admission Process

- Admission paperwork
- Introduction to room/unit
- What to expect
- Verbal and written information

Setting the Stage

- Orientation to processes
  - Who to contact
  - Expected response time
  - What to do if no response within expected time frame
- First impression
  - Who is first to interact with patient/family
  - What type of information is left in the patient’s room
Managing Expectations: Introductions

**Initial and Ongoing**

- **Treatment team**
  - Physician and nurse information on white board
  - Interdisciplinary team
  - Key clinical information

- **Services/interventions**
  - Who, what, when, why, and where
    - Tests
    - Medications
    - Consults
    - Nursing assessments
    - Therapies
    - Pain assessment/re-assessment

- **Key words at key times**
Managing Expectations: Progress/Barriers

Hourly Rounding/Administrative Rounds
- Information gathered
  - Integrate assessment of satisfaction into rounds
- Information shared
  - Follow-up
  - Closing the loop

Interdisciplinary Team Meetings
- Communication prior to and following team meetings
- Patient/family involvement
- Communication across the interdisciplinary team
  - Key talking points to include patient/family concerns
Managing Expectations: Discharge Planning

Discharge Information

- Expected discharge date
- Preparing patient/family for discharge
- Discharge Instructions
  - Incorporate medication education
  - Incorporate pain management
- LTACH contact post-discharge
- Follow-up phone calls

Process for Unexpected Discharge

- Liaison follow-up
- Survey distribution
Creating an Optimal Patient Experience

- Hospital environment
- Physicians and staff
- Patients

Training

- Initial on-boarding
- Continuous formal and informal training
- Variety of methods
  - Customer service program
  - Observation
  - Secret shopper
  - Visual or environmental cues

Reward/Recognition

- Unit stars
- Patient comments
- Monetary
Use of Patient Perception Data

- Final Rule FY14: among future quality measures under consideration
  - Patient and caregiver-centered care
    - HCAHPS

Hospital Internal Processes

- Standardized survey
- Consistent survey process
  - Distribution
  - Collection
- Consistent analysis and actions
- Consistent communication and feedback
  - Staff
  - Physicians
  - Patients/families
- Consistent patient experience/customer service program
Public Reporting: Preparing for the Future

**External Processes**

- Reporting data
  - Referral sources
  - Potential patients/families
  - Payer sources
- Consistent communication
  - Similar terminology
  - Similar representation of data
- Comparative data
  - Other LTACH providers
  - Hospital Compare
    - Specific hospital
    - State
    - National

**Public Reporting**

- Provides information to consumers to guide patient choice
- Stimulates quality improvement efforts in hospitals
Questions?

assistance@ltrax.com

Next Call: January 8, 2015

LTACH Interruptions