

Improving the Patient Experience in New York Family Planning Program Sites

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**What is your agency's biggest challenge
related to patient experience?**



Objectives

By the end of this webinar, you will be able to:

- Describe why excellent patient experience is critical to sustainable family planning services in NY
- Assess patient experience using at least two different methods
- Apply at least two evidence-informed strategies to ensure an excellent patient experience in the family planning setting

Why is providing excellent patient experience more important than ever?



Helps you Attract and Retain Patients



Challenges Maintaining Volume

FUNDING AND PATIENT LEVELS

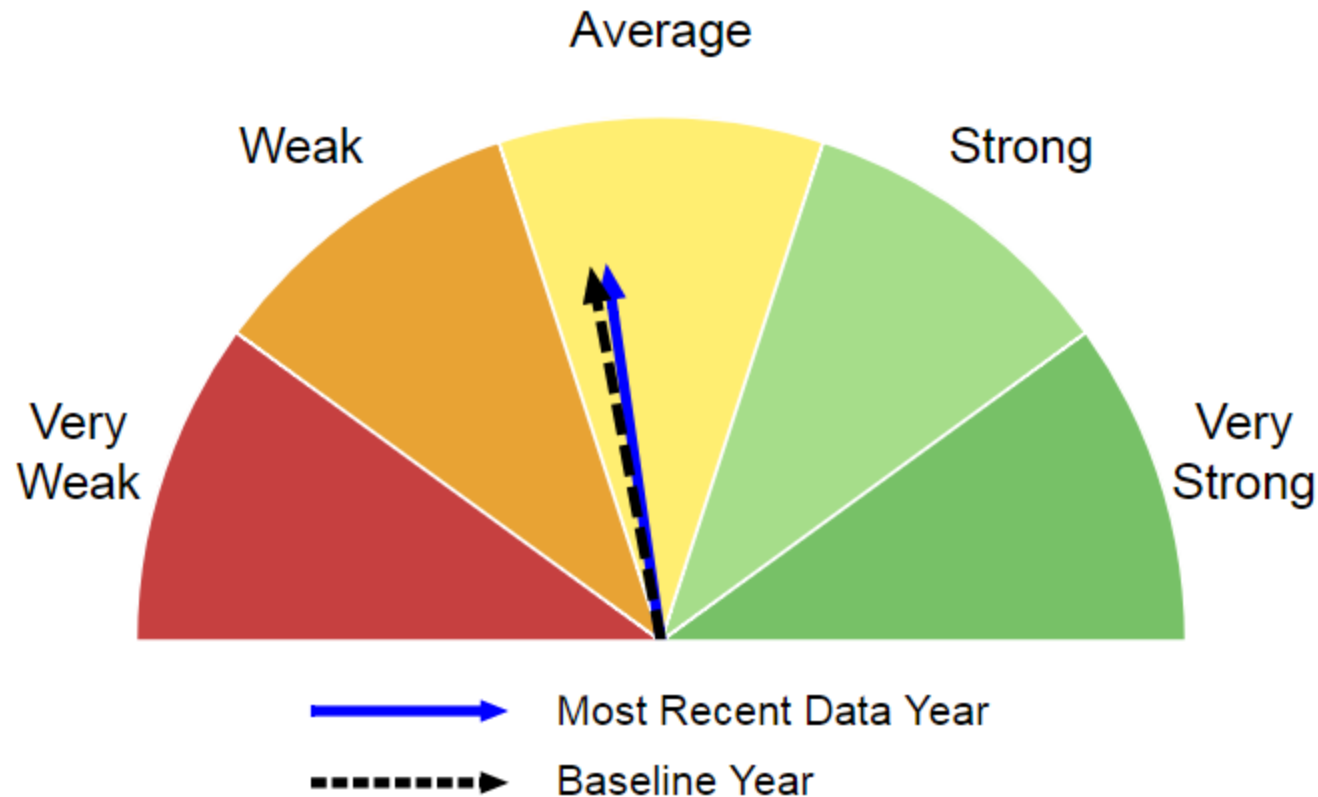
	FY2010	FY 2014	FY 2015	FY 2016	FY2017	Net Change
NATIONAL						
Funding	\$317.5 M	\$286.4 M	\$286.5 M	\$286.5 M	\$286.5 M	-\$31 M
Patients	5,224,862	4,129,283	4,018,015	4,007,552	n/a	-1,217,310
NEW YORK						
Funding	\$15,086,057	\$13,402,100	\$13,593,000	\$13,675,000	\$13,900,000	-\$1,186,057
Patients	347,282	313,010	308,483	306,070	n/a	-41,212

Contributes to Sustainability

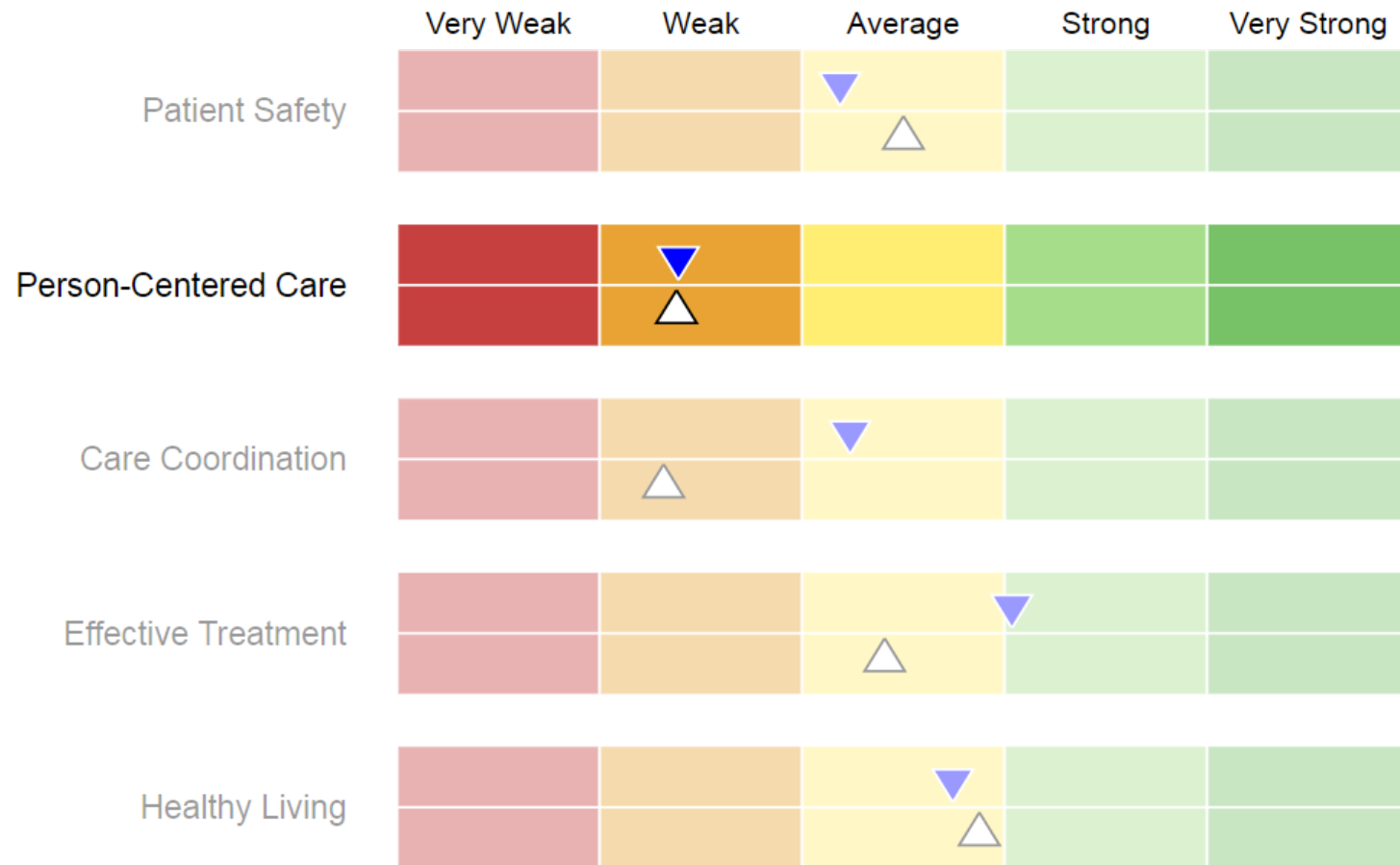
- Third-party payers
 - Healthcare Effectiveness and Data Information Set (HEDIS)
 - Consumer Assessment of Health Plans Survey (CAHPS)
- Accountable Care Organizations (ACO)
 - New York DSRIP Performing Provider Systems (PPS)
- Funders



AHRQ Quality Data Snapshot for NYS



AHRQ Priority Areas Snapshot for NYS



Good for Patients

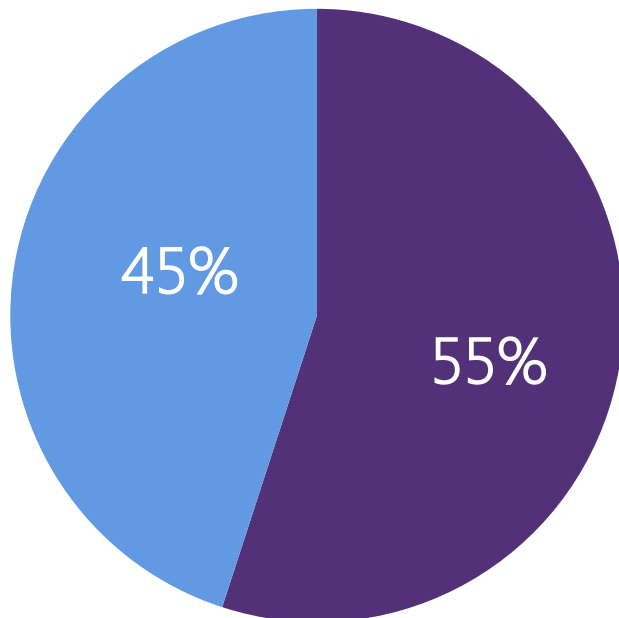
- Greater engagement in patient self-care
- Better health outcomes
- Patient retention



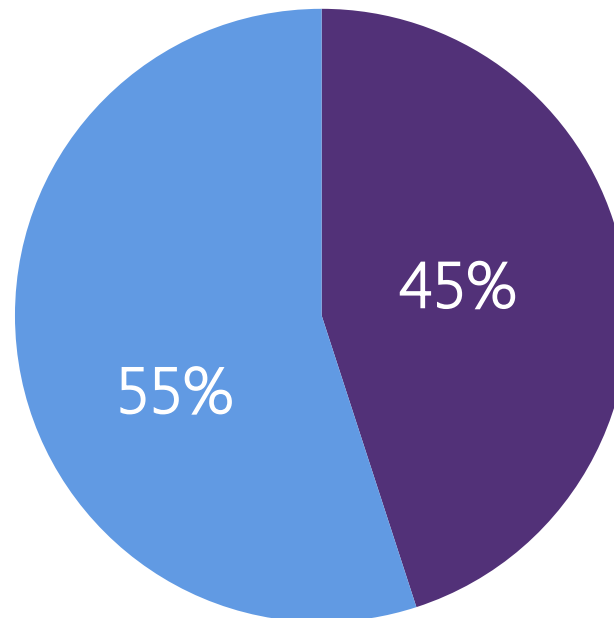
Dehlendorf, AJOG, in press
Rosenberg, Fam Plann Perspect, 1998
Forrest, Fam Plann Perspect, 1996
Harper, Patient Ed Counsel, 2010

Unintended Pregnancy

National (2016)



New York State (2010)

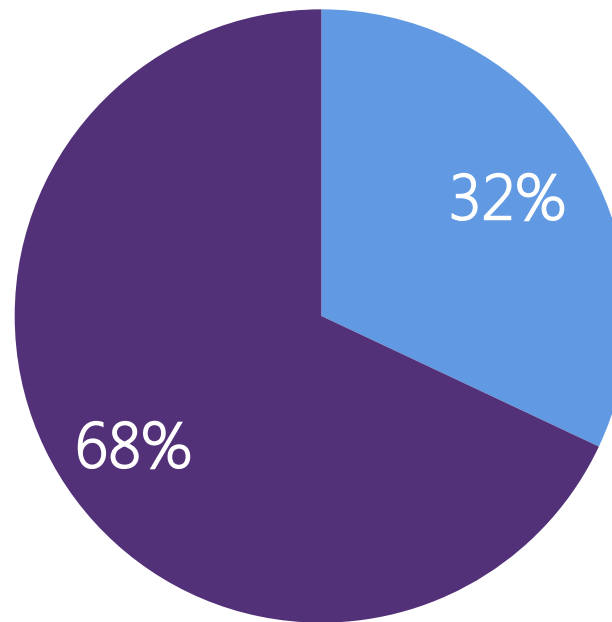
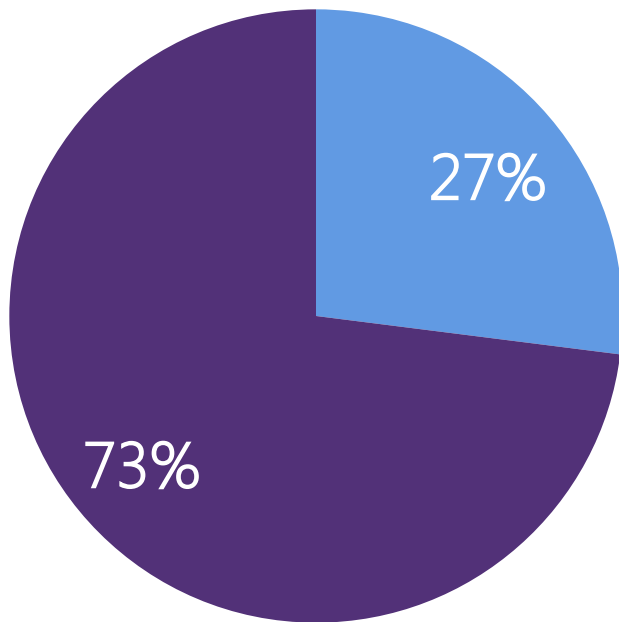


Intended
Unintended

Meeting Unmet Need

National (2010)

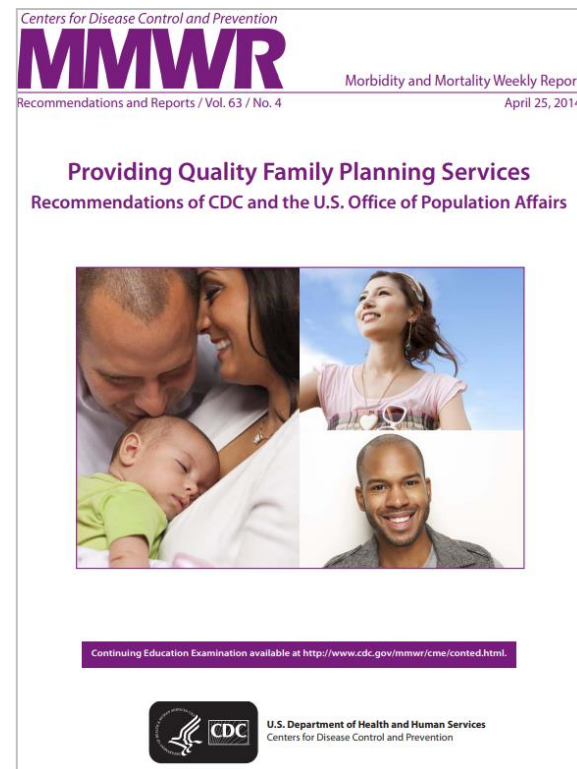
New York State (2014)



Publicly-Funded
Family Planning
Centers
Other

Quality Family Planning Recommendation

- Service sites that offer family planning services should have a system for conducting QI.
- Measures should consider:
 - Characteristics of the settings in which providers deliver health
 - Process by which care is provided (whether services are provided correctly and completely, and **how clients perceive the care they receive**)
 - Outcomes of that care



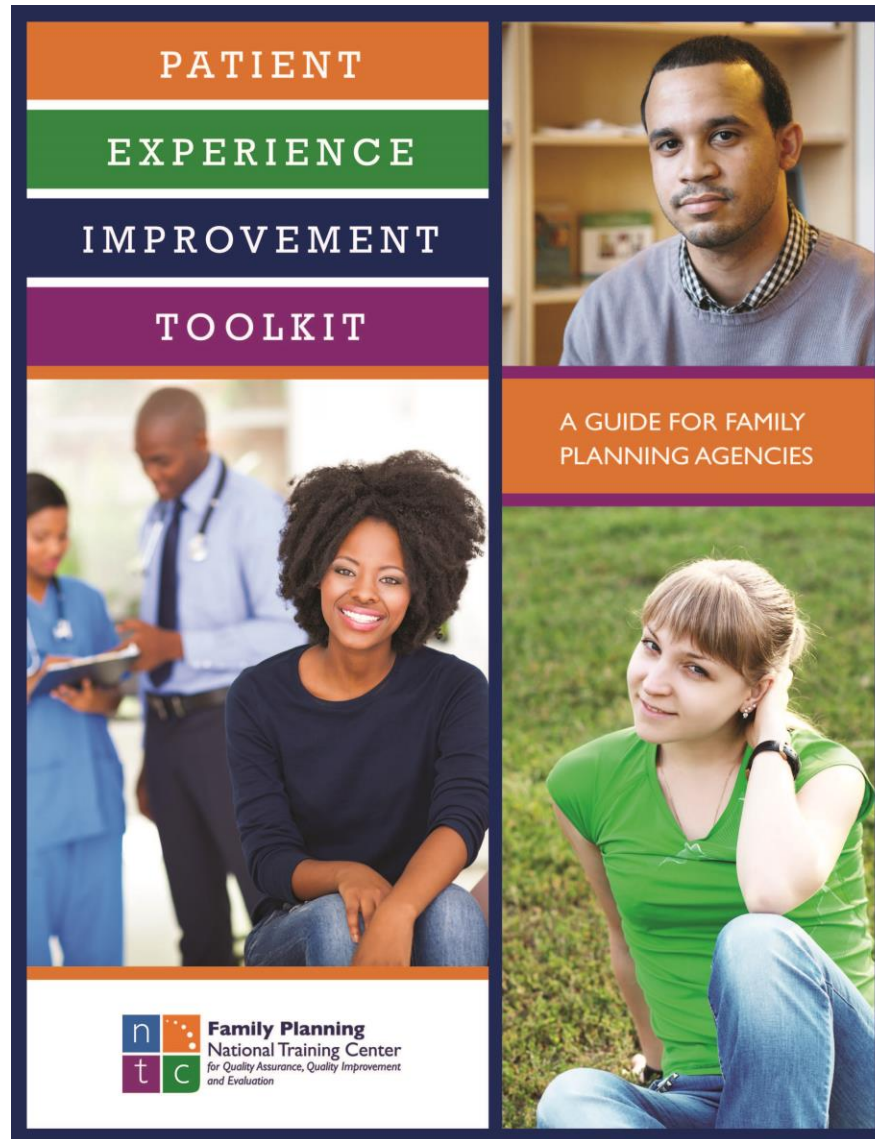
VIDEO: Prioritizing the Patient Experience: Strategies for Family Planning



<https://www.fpntc.org/resources/prioritizing-patient-experience-strategies-family-planning-video>

Patient Experience Improvement Toolkit

<https://fpntc.org/training-and-resources/patient-experience-improvement-toolkit>



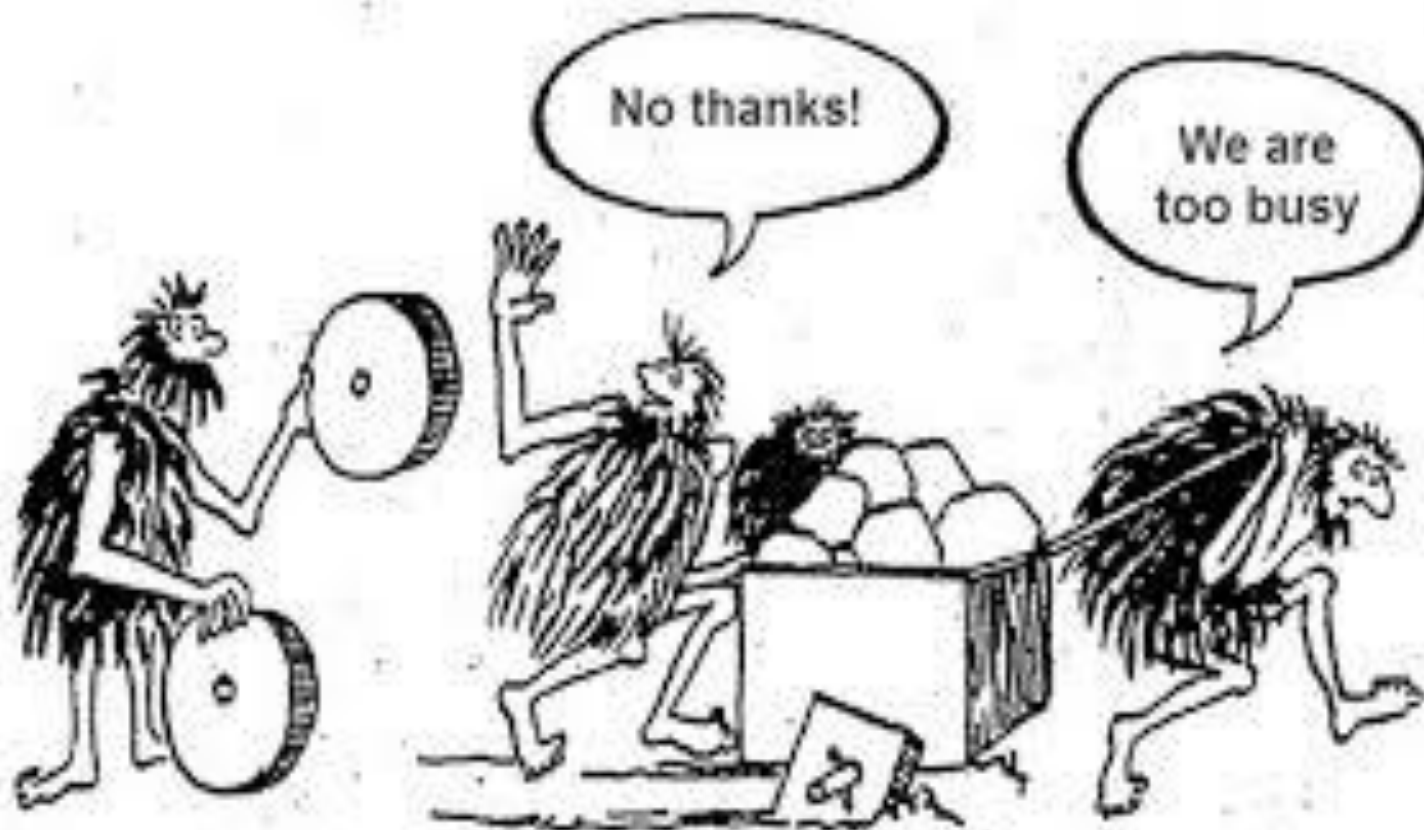
You're Almost There!



95%!

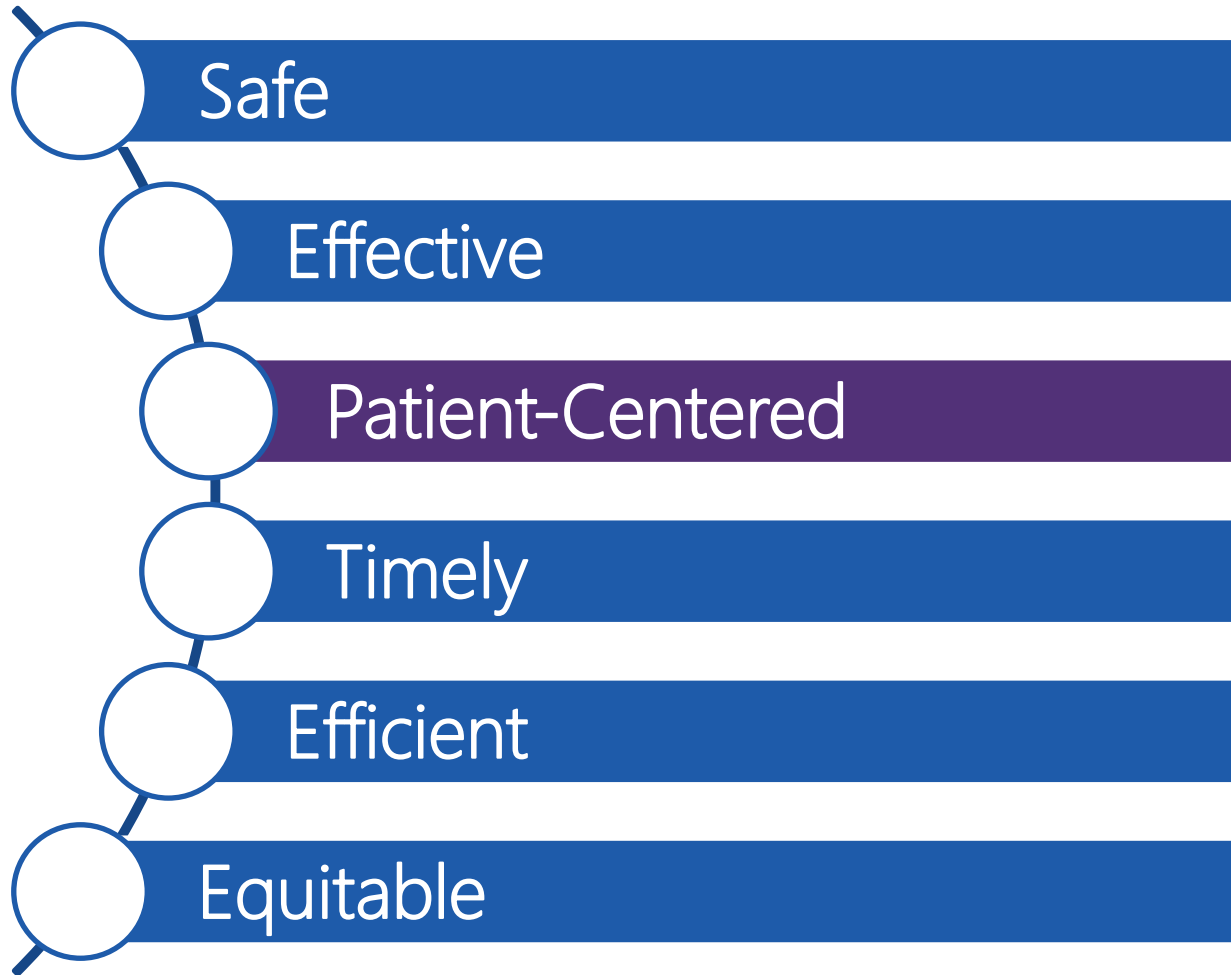


Don't Be These Guys!



<https://sites.utexas.edu/apath/2017/08/28/we-are-too-busy/>

Quality Care According to the Provider

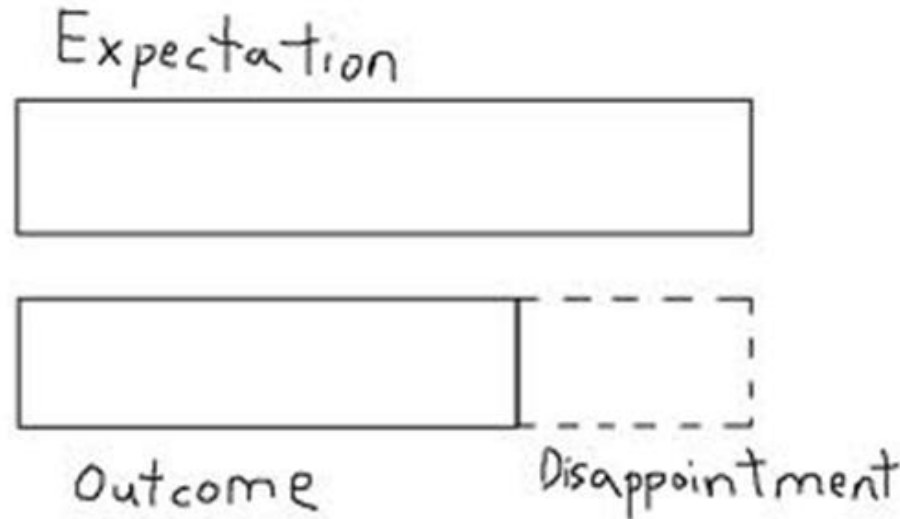


Quality According to the Patient

What the patient gets vs. what they expect:

Gets = Expects = *Average* Experience

Gets \geq Expects = *Positive* Experience



<https://aubenoire.wordpress.com/2011/05/>

Customer Service Terminology

Must Haves

What defines your relationship with the patient



Customer Service Terminology

Must Haves	Should Haves
What defines your relationship with the patient	What patients expect (won't notice if there, but will notice if not there)



Customer Service Terminology

<h2>Must Haves</h2> <p>What defines your relationship with the patient</p>	<h2>Should Haves</h2> <p>What patients expect (won't notice if there, but will notice if not there)</p>
<h2>Delighters</h2> <p>What patients notice and appreciate</p>	



Customer Service Terminology

Must Haves

What defines your relationship with the patient

Should Haves

What patients expect (won't notice if there, but will notice if not there)

Delighters

What patients notice and appreciate

Frustrators

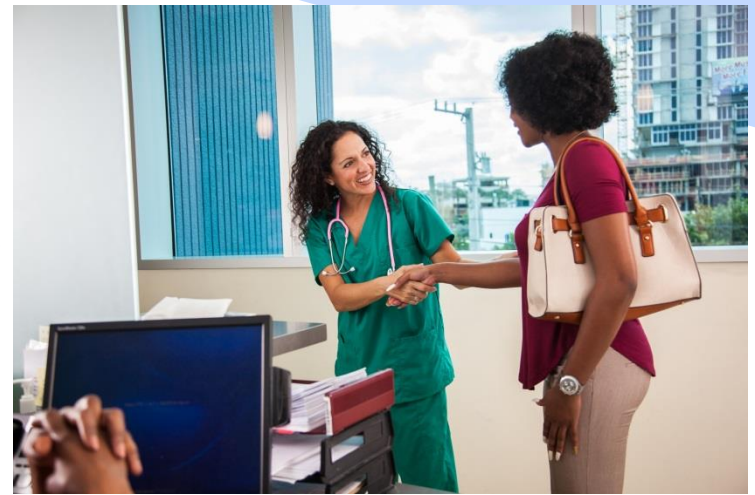
What you do that has a cost but does not add to the patient experience

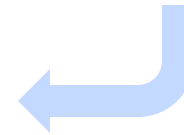
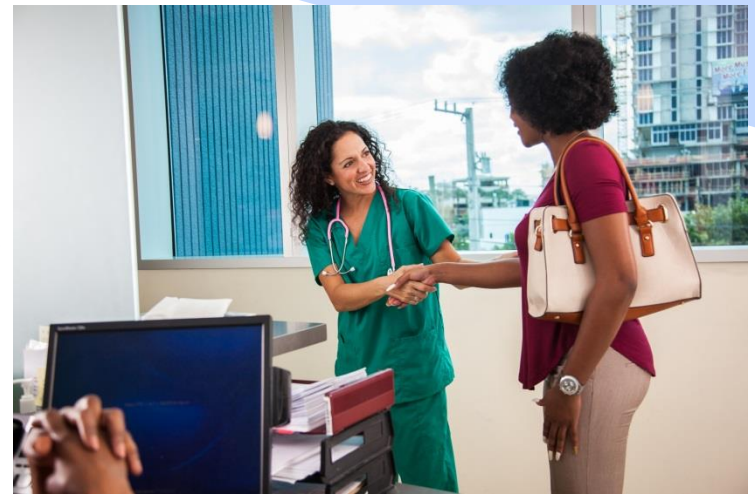
What influences Patient Experience?

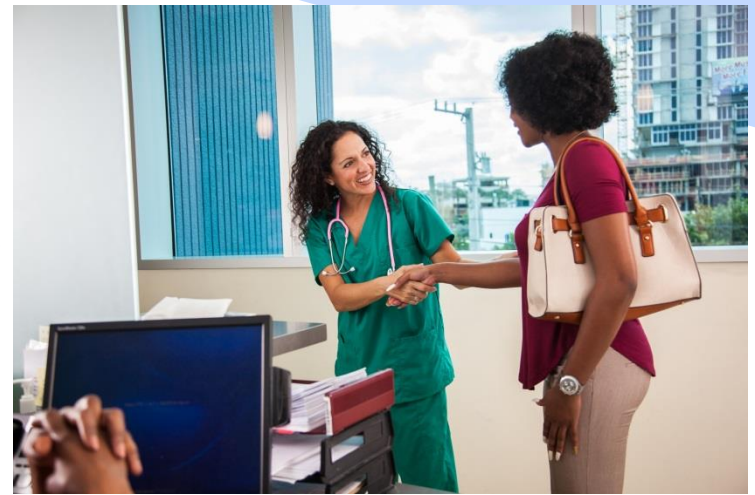


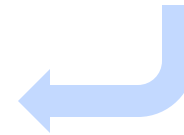
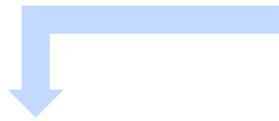
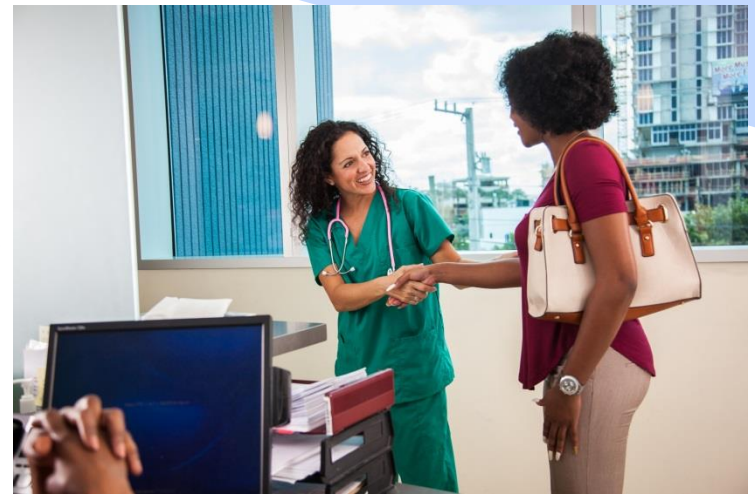




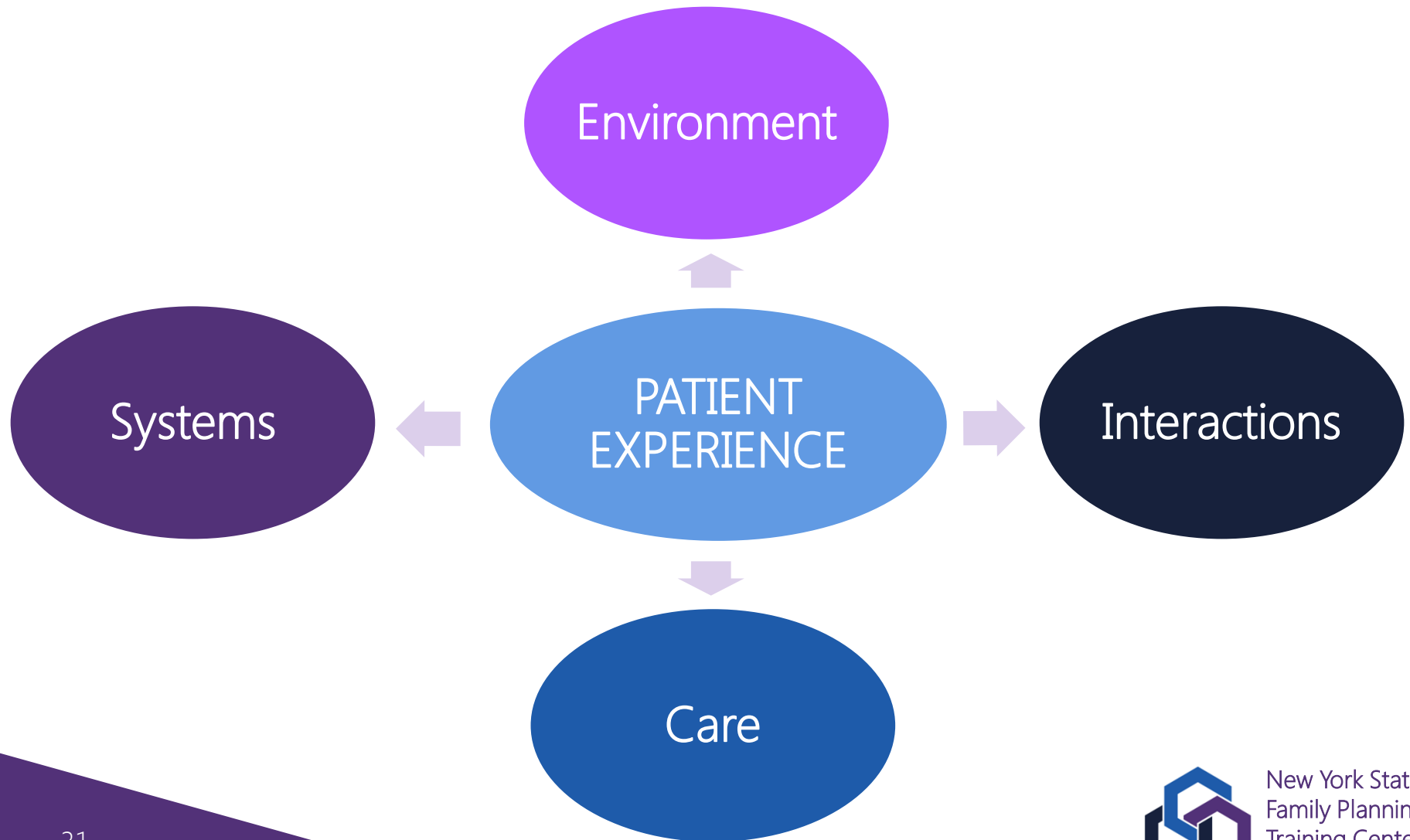








What Influences Patient Experience?



Environment

Physical

- Location
- Cleanliness
- Comfort

Virtual environment

- Website
- Social Media

Facility Audit Form

Use this form to perform a patient experience audit of your facility. Like a new patient would, start by examining the outside of the facility, and then go inside. Go through this checklist to see which of these characteristics accurately describe this service site, and feel free to make extra notes about what you see. If some features do not apply to this service site (e.g. hedges), simply cross it off the list. If you notice other things that are not included in this list, such as strange sounds or smells, be sure to note them for later discussion.

FACILITY AUDIT	Yes	No
Building & Parking		
The service site is easy to see from the street.		
The entrance is obvious to first time patients.		
The building looks well maintained on the outside.		
The signs for the service site are visible at night.		
The parking area is well maintained.		
The parking area is well-lit at night.		
The service site's hours and phone number are posted clearly and accurately outside.		
There is an emergency phone number posted clearly outside.		
Plants and Grounds		
The trees and plants around the building add to the attractiveness of the building.		
The planted areas are free of weeds.		
The planted areas are free of litter.		
The hedges are trimmed.		
Clinic Entrance		
The entrance area is clean.		
The entrance area is inviting.		
The front desk is clean.		

PATIENT

EXPERIENCE

IMPROVEMENT

TOOLKIT

Website Audit Form

Use this form to examine your site's website. Browse through the website as though you are a patient, returning or new, and look for information that you think would be important to answer a question you have or plan a visit. If you notice other problems or concerns that are not included in this list, please note them on the lines at the bottom of the page.

First, please circle how you are accessing the website (it is important to review the site in all browsers):

Internet Explorer Mozilla Firefox Google Chrome Safari Mobile Phone Tablet

WEBSITE AUDIT	Yes	No
Design		
The website design is aesthetically appealing.		
The colors on the site are related to the service site's logo.		
The fonts are easily readable.		
The structure of the navigation bar makes sense.		
Content		



New York State
Family Planning
Training Center
nysfptraining.org

Interactions

1. Making a welcoming statement
2. Using friendly words and tone of voice
3. Demonstrating empathy
4. Putting language in the positive
5. Offering options

VIDEO: Patient Experience - Skills to Improve Every Visit



<https://fpntc.org/training-and-resources/the-family-planning-patient-experience-skills-to-improve-every-visit>

Care

Centers for Disease Control and Prevention

MMWR

Morbidity and Mortality Weekly Report
Recommendations and Reports / Vol. 63 / No. 4
April 25, 2014

Providing Quality Family Planning Services

Recommendations of CDC and the U.S. Office of Population Affairs



Summary Chart of U.S. Medical Eligibility Criteria for Contraceptive Use

Condition	Sub-Condition	1-5	6-7	8-9	10-11	12-13	14-15	16-17	18-19	20-21	22-23	24-25	26-27	28-29	30-31	32-33	34-35	36-37	38-39	40-41	42-43	44-45	46-47	48-49	50-51	52-53	54-55	56-57	58-59	60-61	62-63	64-65	66-67	68-69	70-71	72-73	74-75	76-77	78-79	80-81	82-83	84-85	86-87	88-89	90-91	92-93	94-95	96-97	98-99	100-101	102-103	104-105	106-107	108-109	110-111	112-113	114-115	116-117	118-119	120-121	122-123	124-125	126-127	128-129	130-131	132-133	134-135	136-137	138-139	140-141	142-143	144-145	146-147	148-149	150-151	152-153	154-155	156-157	158-159	160-161	162-163	164-165	166-167	168-169	170-171	172-173	174-175	176-177	178-179	180-181	182-183	184-185	186-187	188-189	190-191	192-193	194-195	196-197	198-199	200-201	202-203	204-205	206-207	208-209	210-211	212-213	214-215	216-217	218-219	220-221	222-223	224-225	226-227	228-229	230-231	232-233	234-235	236-237	238-239	240-241	242-243	244-245	246-247	248-249	250-251	252-253	254-255	256-257	258-259	260-261	262-263	264-265	266-267	268-269	270-271	272-273	274-275	276-277	278-279	280-281	282-283	284-285	286-287	288-289	290-291	292-293	294-295	296-297	298-299	300-301	302-303	304-305	306-307	308-309	310-311	312-313	314-315	316-317	318-319	320-321	322-323	324-325	326-327	328-329	330-331	332-333	334-335	336-337	338-339	340-341	342-343	344-345	346-347	348-349	350-351	352-353	354-355	356-357	358-359	360-361	362-363	364-365	366-367	368-369	370-371	372-373	374-375	376-377	378-379	380-381	382-383	384-385	386-387	388-389	390-391	392-393	394-395	396-397	398-399	400-401	402-403	404-405	406-407	408-409	410-411	412-413	414-415	416-417	418-419	420-421	422-423	424-425	426-427	428-429	430-431	432-433	434-435	436-437	438-439	440-441	442-443	444-445	446-447	448-449	450-451	452-453	454-455	456-457	458-459	460-461	462-463	464-465	466-467	468-469	470-471	472-473	474-475	476-477	478-479	480-481	482-483	484-485	486-487	488-489	490-491	492-493	494-495	496-497	498-499	500-501	502-503	504-505	506-507	508-509	510-511	512-513	514-515	516-517	518-519	520-521	522-523	524-525	526-527	528-529	530-531	532-533	534-535	536-537	538-539	540-541	542-543	544-545	546-547	548-549	550-551	552-553	554-555	556-557	558-559	560-561	562-563	564-565	566-567	568-569	570-571	572-573	574-575	576-577	578-579	580-581	582-583	584-585	586-587	588-589	590-591	592-593	594-595	596-597	598-599	600-601	602-603	604-605	606-607	608-609	610-611	612-613	614-615	616-617	618-619	620-621	622-623	624-625	626-627	628-629	630-631	632-633	634-635	636-637	638-639	640-641	642-643	644-645	646-647	648-649	650-651	652-653	654-655	656-657	658-659	660-661	662-663	664-665	666-667	668-669	670-671	672-673	674-675	676-677	678-679	680-681	682-683	684-685	686-687	688-689	690-691	692-693	694-695	696-697	698-699	700-701	702-703	704-705	706-707	708-709	710-711	712-713	714-715	716-717	718-719	720-721	722-723	724-725	726-727	728-729	730-731	732-733	734-735	736-737	738-739	740-741	742-743	744-745	746-747	748-749	750-751	752-753	754-755	756-757	758-759	760-761	762-763	764-765	766-767	768-769	770-771	772-773	774-775	776-777	778-779	780-781	782-783	784-785	786-787	788-789	790-791	792-793	794-795	796-797	798-799	800-801	802-803	804-805	806-807	808-809	810-811	812-813	814-815	816-817	818-819	820-821	822-823	824-825	826-827	828-829	830-831	832-833	834-835	836-837	838-839	840-841	842-843	844-845	846-847	848-849	850-851	852-853	854-855	856-857	858-859	860-861	862-863	864-865	866-867	868-869	870-871	872-873	874-875	876-877	878-879	880-881	882-883	884-885	886-887	888-889	890-891	892-893	894-895	896-897	898-899	900-901	902-903	904-905	906-907	908-909	910-911	912-913	914-915	916-917	918-919	920-921	922-923	924-925	926-927	928-929	930-931	932-933	934-935	936-937	938-939	940-941	942-943	944-945	946-947	948-949	950-951	952-953	954-955	956-957	958-959	960-961	962-963	964-965	966-967	968-969	970-971	972-973	974-975	976-977	978-979	980-981	982-983	984-985	986-987	988-989	990-991	992-993	994-995	996-997	998-999																																																																																																																																													
1. Current or past history of arterial or venous thrombosis or thrombotic thrombocytopenic syndrome	1.1 Current or past history of arterial or venous thrombosis or thrombotic thrombocytopenic syndrome	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	

Systems

- Clinic hours
- Staffing
- Appointment system
- Clinic flow



Patient Satisfaction

Patient Satisfaction:
how the patient felt
about different aspects
of their visit.

Patient Experience:
what did or didn't
happen during a visit



Patient Satisfaction or Patient Experience?

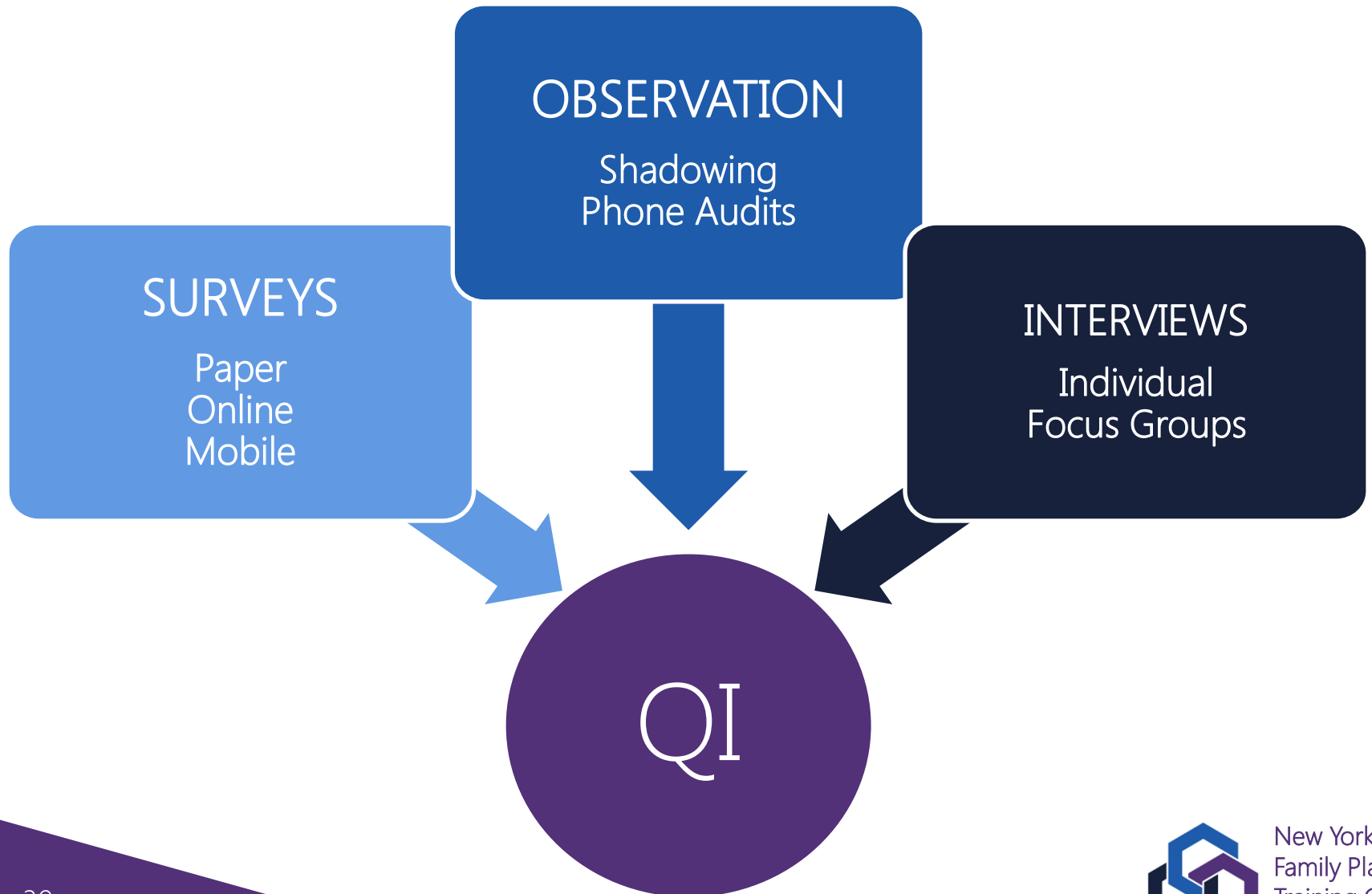
Patient Satisfaction	Patient Experience
On a scale of 1 to 5 how satisfied were you with the length of time you had to wait during your appointment?	After arriving at the clinic, about how many minutes total did you have to wait to be seen?
Rate the courtesy of the front desk staff: <i>Poor/Fair/Good/Great</i>	Did the front desk staff make a welcoming statement when you arrived? <i>Yes/No</i>

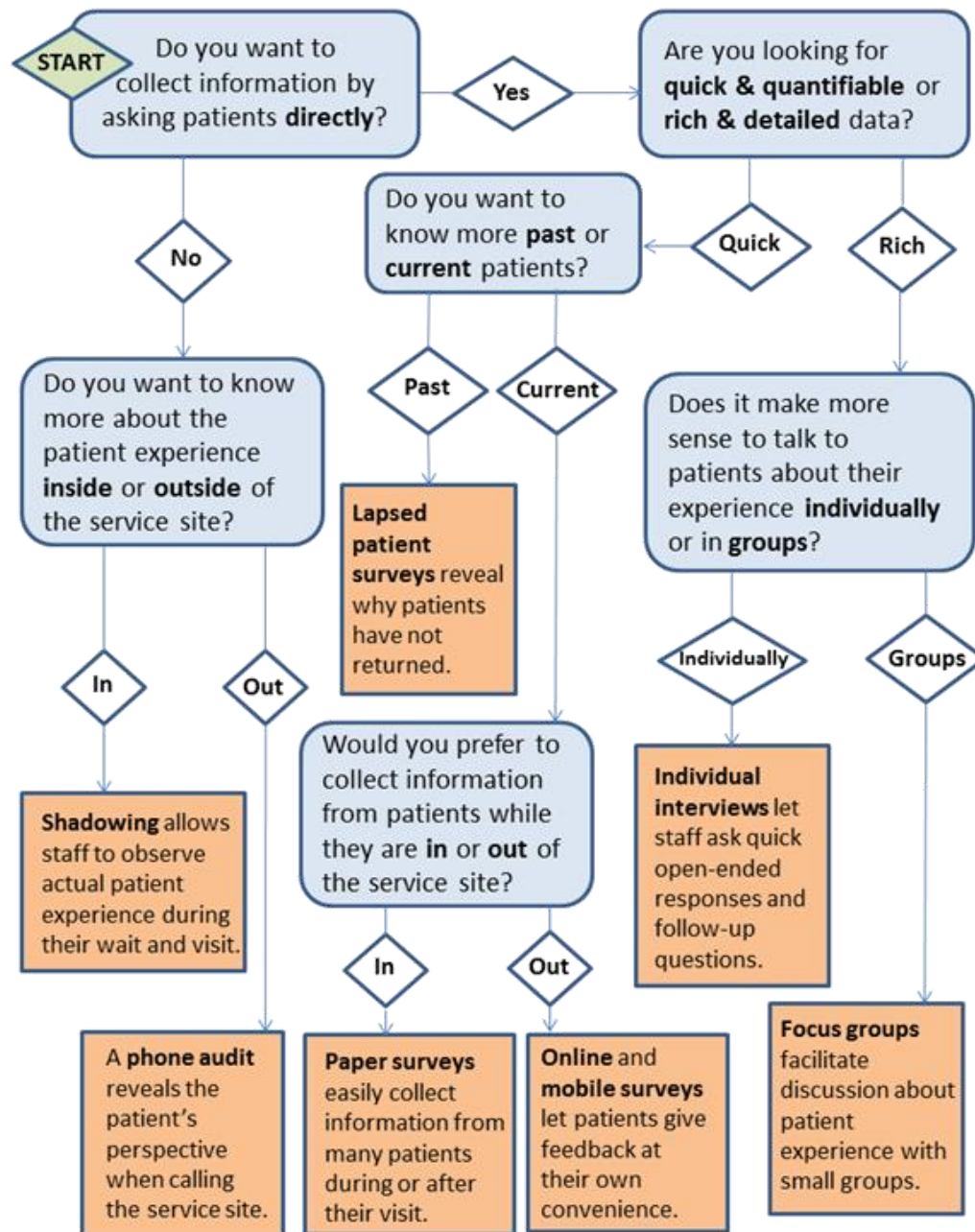


You Won't Know By Doing This...



Assessment





Patient Surveys

Paper, Electronic, or Mobile Surveys

- Respect anonymity
- Explain why you're conducting a survey and that you value their answers



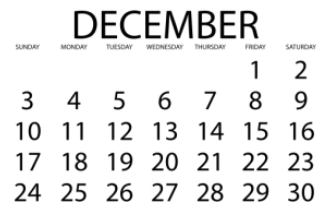
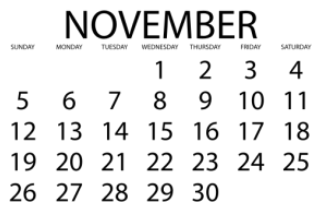
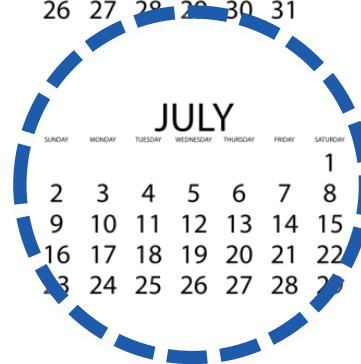
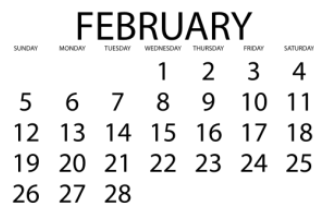
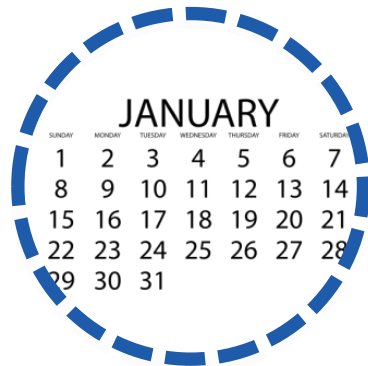
Patient Survey Questions

- Include enough choices (scale)
 - Will yes/no or good/neutral/poor give you enough info?
- Balance your scales
 - Same number of good and bad choices
- Ask only one question at a time
 - Avoid “clinic is clean and welcoming”
 - Include open-ended questions



Patient Survey Intervals

Don't over do it!



Patient Survey Form

I have only had one negative interaction with an employee. She was asking questions that had nothing to do with my appt.

I had to call three times just to make an appt.

Patient Satisfaction Paper Survey

Please tell us how you feel about our services and staff. Your responses help us to make improvements. This survey is anonymous. Thank you for your time.



Please circle how well we are doing in the following areas:	GREAT 5	GOOD 4	OK 3	FAIR 2	POOR 1	N/A Don't know
Ease of getting care:						
Time between making appointment and being seen	5	4	3	2	1	N/A
Convenience of clinic hours	5	4	3	2	1	N/A
Convenience of clinic location	5	4	3	2	1	N/A
Wait time during visits:						
Time in waiting room	5	4	3	2	1	N/A
Time in exam room	5	4	3	2	1	N/A
Front Desk Staff:						
Courtesy of staff	5	4	3	2	1	N/A
Clearly explains registration process	5	4	3	2	1	N/A
Answers your questions	5	4	3	2	1	N/A
Provider: (Physician, Nurse Practitioner, Midwife)						
Courtesy of provider	5	4	3	2	1	N/A
Listens to you	5	4	3	2	1	N/A
Takes enough time with you	5	4	3	2	1	N/A
Clearly explains what you want to know	5	4	3	2	1	N/A
Clearly explains medication	5	4	3	2	1	N/A
Medical Assistants/Health Educators:						
Courtesy of medical assistants/health educators	5	4	3	2	1	N/A
Clearly explains what you want to know	5	4	3	2	1	N/A
Payment:						
What you pay	5	4	3	2	1	N/A
Explanation of charges	5	4	3	2	1	N/A
Facility:						
Cleanliness of clinic	5	4	3	2	1	N/A
Ease of finding where to go	5	4	3	2	1	N/A
Comfort while waiting	5	4	3	2	1	N/A
Confidentiality:						
Keeping your personal information private	5	4	3	2	1	N/A



Interviews

- Chat with patients in the waiting room
- Ask your staff what they observe



Assessment

Include all staff in
patient
experience
improvement
efforts

PATIENT

EXPERIENCE


IMPROVEMENT

TOOLKIT

What is Known? What Should We Do Next?

The purpose of this worksheet is to help you take inventory of what is known, where the information came from, and what level of assessment would help build on that information. In the last column, decide on the team's next steps.

Category	What is Known	How Do We Know This?	What Should We Do Next?
<i>E.g. Systems</i>	<i>E.g. Patients say that getting an appointment is difficult.</i>	<i>Written comments.</i>	<i>Follow-up with patients and front desk re: appointment scheduling.</i>
<i>Physical Environment</i>			
<i>Interactions</i>			
<i>Systems</i>			
<i>Quality Care</i>			



**Family Planning
National Training Center**
for Quality Assurance Quality Improvement
and Evaluation

Plan and Set Goals

- Define standards
- Train staff
- Measure and monitor
- Share and report progress and challenges
- Empower innovators!



What's In It For Me?

- Lowers stress among staff
- Improves teamwork
- Increases staff retention
- Correlates with higher job satisfaction





Reducing Patient Wait Time

Tip #1: Reduce the number of stops a patient makes by moving around them instead of moving them around your clinic.



<https://vimeo.com/154991156>

Thank you!

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