



New York State  
Family Planning  
Training Center  
nysfptraining.org

# Virtual 2020 New York State Family Planning Program Patient Experience Improvement Initiative

## Introduction

Research demonstrates that **delivering patient-centered care leads to greater engagement in patient self-care<sup>1</sup>, better health outcomes<sup>2</sup>, and patient retention.<sup>3</sup> Furthermore, staff satisfaction and patient satisfaction are intertwined: when staff are satisfied with their work, patients are more likely to be satisfied with their care and become loyal clients.<sup>4, 5</sup>** While these are desirable outcomes in themselves, providing good patient experience is becoming increasingly necessary for successful performance and sustainability. Increased competition makes it ever more important for family planning providers to provide a positive patient experience that encourages patients to return for services when appropriate and to promote services to others.

Between October 2020 and June 2021, the New York State Family Planning Training Center (“Training Center”) will facilitate a learning collaborative and intensive technical assistance (TA) initiative to **increase Family Planning Program (FPP) sites’ capacity to provide an excellent patient experience in order to attract and retain patients as well as increase staff satisfaction and retention.** The initiative will draw on the approach outlined in the [Patient Experience Improvement Toolkit](#) developed by the Family Planning National Training Center (FPNTC). With 10 participating sites, this initiative will include:

- **Clinic team-based activities** to assess aspects of patient experience, identify opportunities for improvement, and develop staff skills to improve patient experience.
- **One-on-one TA video conference calls** to develop clinic-specific strategies to improve patient and staff experience.
- **Group interactive virtual learning sessions with all teams** to obtain peer input on progress and challenges.
- **Monthly data tracking and analysis** about patient experience and patient utilization and retention.
- **Patient Experience Improvement Champion Certificates** for sites that complete the process and demonstrate improvements in patient experience.

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<sup>1</sup> Street, R.L., Jr., Makoul, G., Arora, N.K., & Epstein, R.M. (2009). How does communication heal? Pathways linking clinician-patient communication to health outcomes. *Patient Education and Counseling*, 74 (3), 295-301.

<sup>2</sup> Stewart, M., Brown, J.B., Donner, A., McWhinney, I.R., Oates, J., Weston, W.W., & Jordan, J. (2000). The impact of patient-centered care on outcomes. *Journal of Family Practice*, 49, 796-804.

<sup>3</sup> Safran, D.G., Montgomery, J.E., Chang, H., Murphy, J., & Rogers, W.H. (2001). Switching doctors: Predictors of voluntary disenrollment from a primary physician’s practice. *Journal of Family Practice*, 50 (2), 130-136.

<sup>4</sup> Atkins PM, Marshall BS, Javalgi RG. Happy employees lead to loyal patients. Survey of nurses and patients shows a strong link between employee satisfaction and patient loyalty. *J Health Care Mark*. 1996 Winter;16(4):14-23. PMID: 10169075.

<sup>5</sup> Rosati, R. J., Marren, J. M., Davin, D. M., & Morgan, C. J. (2009). The Linkage between Employee and Patient Satisfaction in Home Healthcare. *Journal For Healthcare Quality*, 31(2), 44–53. <https://doi.org/10.1111/j.1945-1474.2009.00018.x>

## Measures of Success

This initiative will support FPP provider organizations to increase their capacity to attract and retain clients by providing client-centered care that puts the patient’s experience at the forefront of the visit. Progress towards this goal will be measured using three indicators.

Measurement	Data Collection Strategy
Net Promoter Score: “What is the likelihood that you would recommend [clinic name] to a friend or colleague? (scale 1-10)”	Participating sites will add this or modify an existing question on their patient satisfaction survey. The Net Promoter Score is a research-based question that is correlated with long-term customer retention. <sup>6</sup> All sites will also be asked to include on their patient satisfaction survey: What is one thing that could have made your visit better today? The responses to both questions will be submitted to the Training Center monthly.
Number of new and returning patients per month	New York State Department of Health will provide each participant site’s patient utilization data for two periods of time October 2018 to June 2019 and October 2020 to June 2021. Comparisons will be made between the same months over the two years to account for seasonal fluctuations. While there are many factors that influence patient numbers, and may conflate changes made as part of the initiative, the Training Center is interested in collecting this information to inform discussions with teams and to provide context to the changes made.

## Patient Experience Improvement Champion Certificates

The Training Center will provide Patient Experience Improvement Champion Certificates to programs who demonstrate implementation of these criteria.

Element
<b>Learning Collaborative Participation</b>
<input type="checkbox"/> At least one person from the provider organization was represented on all virtual sessions (group sessions, one-on-one TA calls).
<input type="checkbox"/> Provider organization collaboratively developed a Patient Experience Improvement Plan with participation from all clinic staff.
<input type="checkbox"/> Provider organization updated their Patient Experience Improvement Plan for bi-monthly TA calls.
<input type="checkbox"/> Provider organization collected and sent complete patient satisfaction survey data including the Net Promoter Score and open-ended “What is one thing we could have done to make your visit better?”
<b>Systems</b>
<input type="checkbox"/> Provider organization completed Clinic Flow Assessment and conducted patient observations and made at least three system improvements.

<sup>6</sup> F. Reichheld. [The One Number You Need to Grow](#) (HBR)

**Client Interactions**

- Provider organization made at least three improvements to client interactions.
- All staff at the provider organization completed training on Family Planning Patient Experience: Skills to Improve Every Visit.

**Physical Environment**

- Provider organization completed a Facility Audit, Website Audit, and Privacy Audit and made at least three improvements to the environment (physical or virtual).