



# First Class Patient Experience

## A Comprehensive Approach to Patient Care

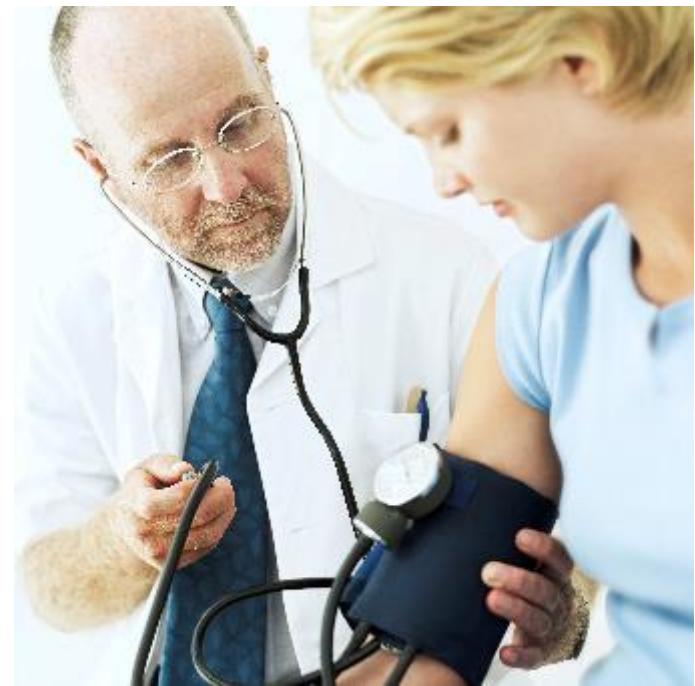
Presentation to:  
WCMS Independent Physicians Group  
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**MedMal**  
**DIRECT**  
Insuring a Healthy Practice

# The Stages of the Patient Experience

1. The Search for a Physician
2. First Phone Call to Provider Office
3. Setting the Appointment
4. First Visit to the Provider's Office
5. After the Appointment
6. On-going Treatment



# Deciding on a Provider



When choosing a provider, patients may refer to:

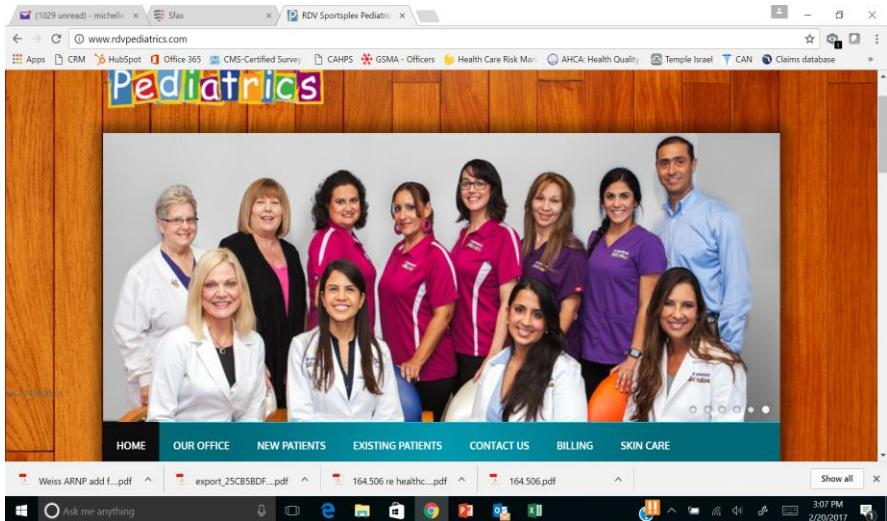
- Website
- Healthgrades
- Referrals
- Advertising
- Reputation – word of mouth

# What are you doing to drive Patients to your office?

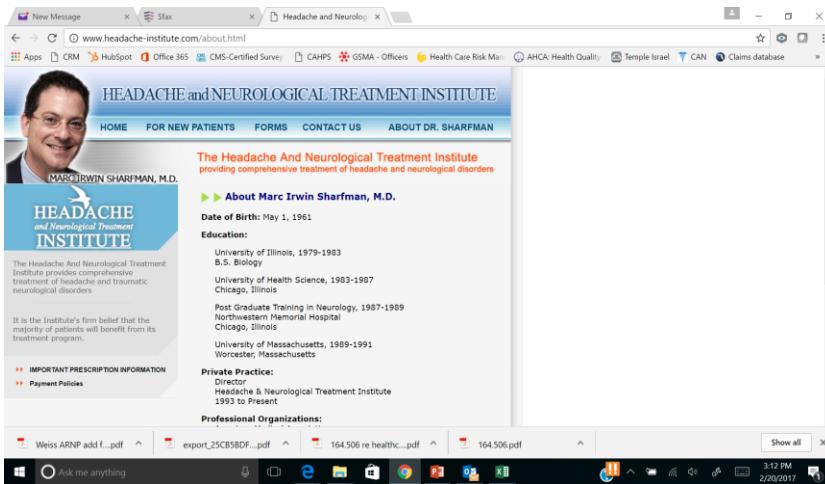
- What does your Website Look like
- Do you Advertise
- How do you get referrals?
- What are you doing to increase positive reviews and web presence?



# Sample Websites



# More Samples



The screenshot shows a desktop browser window with the URL [www.headache-institute.com/about.html](http://www.headache-institute.com/about.html). The page content includes a portrait of Dr. Marc Irwin Sharfman, M.D., and text about the Headache and Neurological Treatment Institute. It lists his education (University of Illinois, 1979-1983; B.S. Biology; University of Health Science, 1983-1987; Chicago, Illinois), post-graduate training (Northwestern Memorial Hospital, 1987-1989; Chicago, Illinois), and professional experience (University of Massachusetts, 1989-1991; Worcester, Massachusetts). The page also links to 'IMPORTANT PRESCRIPTION INFORMATION' and 'Payment Policies'.



The screenshot shows a desktop browser window with the URL <https://www.navicenthealth.org/service-center/page/family-health-center>. The page features a sidebar with links to Home, Our Services, Patients, Providers, Resources, Contact Us, and a 'Visit Our Patient Portal' button. The main content area is titled 'Family Health Center' and includes a welcome message and a photograph of a healthcare provider interacting with a young patient. A note at the bottom states: 'The Family Health Center specializes in the training of Family Medicine physicians and geriatricians.'

# The First Phone Call

*You never have the opportunity to  
make a second “First Impression”*

- Who answers your phone?
- What is their greeting?
- Do you have an automated answering or live person?
- Is it easy to navigate if it is an automated answering system?
- Does the person answering the phone have a “smile” in their voice?



# Setting the Appointment

**Q:** What is the “logic” when setting an appointment?

**A:** The “Patient Focused” approach –

- (ex.) “What time of day and day of the week is best for you?”  
“Great! I have a 2:30 appointment on Thursday the 19<sup>th</sup>, let’s get you scheduled for that slot.”

**Q:** What makes this the most practical way of scheduling and boosts patient confidence in the office?

**A:** 1. It caters to the patients availability while still maintaining control of the providers schedule.  
& 2. You want to be accommodating but not look like you are not thriving or conversely too busy

# How do you inspect what you expect?

- Front office training?
- Recording calls?
- Surveys including questions on front desk staff?
- Primary Front Desk Staff or revolving door?
- Investment vs. expense

# First Visit to the Providers Office

Who greets the patient upon walking through the door?

- ✓ Every patient should receive a greeting as they come through the door.

*Why?*

*Does a patient have a chance to sign in and sit down or do they stand in line until they are assisted?*



# First Visit to the Providers Office

What are the stages of  
“waiting” for the appointment?

1. Reception Area
2. Vitals/Triage Area
3. Treatment Room
4. Discharge Area

Why should you have so  
many areas?



# Patient Education

Video Libraries

Medication Handouts

Disease Cards

Community Resources

Staff/patient training

On line training



# After the Appointment

## Follow-Up Calls

- Nursing
- Front Desk
- Provider
- Referral Coordinator



→ Every patient should receive a personal call from a member of the practice thanking them for the visit and asking if they have any questions.

# More Follow up



- Every new patient should receive a “thank you for joining our practice” card (mail it as soon as they walk out the door)
- Patient Satisfaction Surveys should be sent as soon as possible after the appointment.

(There is no time like right after something has gone right or wrong to ask for feedback)

# On-Going Treatment



- Appointment Reminders
- Test and Prescription Follow-Ups
- Just checking-in calls
- Holiday Greetings
- Birthday Cards
- “Bonus” Features

# Bonus Features

How you stand out in the crowd beyond good medicine –

- **Wednesday morning Coffee and Conversation**
  - Pick an interesting and important topic and bring in a speaker
  - Invite all patients (if topic specific like diabetes select only patients with that condition)
  - Many health plans will provide free speakers
- **Holiday “Party”**
  - After hours
  - Have a piano/keyboard player
  - Healthy holiday eating tips is always a good dual purpose
- **Birthday Bonus**
  - Consider offering a Massage gift card or other relaxation gift
  - Have a monthly birthday party and invite all patients with a birthday that month

# Value to the Practice

- Quality
- Safety
- Staff Engagement
- Financial Results



# Additional Tools to Improve the Patient Experience



- Free Wi-Fi
- Educational Videos – ContextMedia
- Patient Satisfaction Surveys
  - They want to praise you (or not) and if you provide an outlet for them to praise (or vent) they won't do it on Google, Yelp or Healthgrades.
- Online Portals and Resources
- Open House/Picnics/Patient Appreciation Day
  - Chair Massages are a big hit!

# Importance of Raising the Bar

Without the Patient... There is no practice.

Without the Practice... There are no jobs.



# Engaging the Team

## Who is on the team?

- Patient
- Provider
- Nurse
- Patient Coordinator/Front Desk
- Health Insurance Company
- Specialists
- Community Resources



# Engage your front desk staff

Provide job skill training

Make sure they know how to efficiently use your EMR

Offer soft “benefits” (give them their birthday off)

They are an important part of the care team – recognize them with awards, compliments and FOOD

Put a compliment box in your office and have a competition – friendly of course

# Summary

- ❑ How is your practice different than your closest competitor?
- ❑ Does your team work together?
- ❑ Do you give great customer service?
- ❑ The patient is our most valuable customer.
- ❑ They have a choice – make them choose you... again and again and again.