The Patient Experience Journey: Strength Based Approach

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Chief Experience Officer
Patient Experience and Engagement Program

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Learning Objectives

- Role of Chief Experience Officer
  - Vision of Patient Experience

- Explore best practices in designing and implementing a strengths-based engagement program that energizes the patient, family, clinician and organizational leadership

- Engagement of Providers
Where we are today: UCM at a Glance

**Inpatient Facilities**
- Center for Care and Discovery
- Bernard Mitchell Hospital
- Comer Children’s Hospital
- Ingalls Memorial Hospital

**1296 Licensed Beds**
- 804 Med Surg
- 67 OBGYN
- 171 ICU
- 77 Gen Peds
- 53 NICU
- 78 Acute Mental Illness
- 46 Rehabilitation

**50 Operating Rooms**

**8 Ambulatory Care Facilities**
- Duchossois Center for Advanced Care
- Ingalls Family Care Centers at Flossmoor, Calumet City, Tinley Park, Crestwood
- Ingalls Center for Outpatient Rehab
- Orland Park Center for Ambulatory Care
- South Loop Facility

**Leading Growth in the Market**

- **44K** Admissions
- **253K** Patient Days
- **26K** Surgical Cases
- **1,138K** Outpatient Encounters
- **141K** Emergency Room Visits

**Financials**

- **$2.1B** FY19 Budget
- **$262M** EBIDA
- **$83M** Operating Income
- **~11,800** UCM Employees
- **1,298** Physicians
- **3,299** Nurses
- **1,132** Residents & Fellows
PEEPs Team

Debra Albert, MSN, MBA, RN, NEA-BC
Senior Vice President
Patient Care Services, Chief Nursing Officer

Sue Murphy, RN MSN
Chief Experience Officer
Patient Experience and Engagement

Patient and Family Insights
Experience Improvement and Innovation
Friends and Family Program
Patient Education

Data and Analytics

Key Partnerships

Enterprise Senior Leadership
Operational Excellence
HR/TOC/Training
Development
Quality
Marketing

Diversity and Inclusion
Ambulatory Practices
Support Services
Graduate Medical Education
Patient Care Services
Physician Partners

UChicago Medicine
Role of CXO

Change agent to create sustainable system transformation that delivers optimal care to patients and families while empowering care teams and staff to achieve the highest healing potential by:

- Leading the enterprise strategy to ensure the mission and vision are met for the patients daily
- Driving culture transformation while unifying, quality, safety, experience strategies
- Ensuring alignment with the regulatory mandates around patient experience outcomes
- Restoring human connection in line with mobile communication technology
- Introducing innovation to improve communication, patient engagement, staff resiliency and more
Role of CXO

Focus of CXO is resilience, well-being, and joy at work and transforming the experience culture.

Our Vision - Aligning Quality, Safety and Experience

- Deliver a consistent patient experience across all UCM platforms of care
- Create lasting market differentiation and loyalty through innovation and consistent performance
- Develop a continuous improvement model that infuses the voice of patients, families, employees, and physicians
- Unify quality, safety, efficiency, and experience strategies to improve satisfaction and outcomes
- Incite change by creating and celebrating memorable moments
Patient Engagement/Patient Experience

- **Patient Engagement:** The individual points of patient/caregiver interaction. Engagement is a choice.

- **Patient Experience:** The sum of all the engagements a patient has with healthcare. These seamless patient experiences should be guided by empathy.

*Beryl Institute:* Patient Experience is the sum of all interactions, shaped by an organization’s culture, that influence patient perceptions across the continuum of care.
Best Practices
Best Practices – Engaging Everyone to Create Exceptional Experiences

- hArt of Medicine
  - Strength Based Approach – Clinical Nonclinical
  - Provider Coaching and Observations

- Creating Conversations (Rounding)

- Best Practices Forum
hArt of Medicine Program

“Everyone has the capacity to change a world.”

hArt of Medicine
Creating Positive Healthcare Experiences
Stories from the hArt
Turning Your Observers On

- Starts with the leaders
- Use of strength based coaching
- Developing and cultivating a culture of well-being and resilience
- Notice the impact of their actions, attitudes and behaviors
Creating Conversations/Rounding
Reason for Action

*To create a culture where exceptional experiences occur for everyone, every time*

- Build proactive partnerships with nursing and support services
- Strategically prioritizing patients using various data sources
- Round on 100% of patients measured by patient satisfaction survey results
Creating Conversations

- iPad rounding process
- Create a conversation with the patient
- Identify issues before there is a need for service recovery
- Acknowledge staff in the moment. Focusing on the impact of the team member and the behaviors exhibited (less on task!)
Supplemental Care Round Impact

UChicago Adult Inpatient
# of Total Vocera Care Rounds

2014: 21,380
2015: 25,522
2016: 26,275
2017: 32,132
2018: 41,894

Supplemental Rounding Implemented
Best Practices Forum

Making a Difference Every Day

UChicago Medicine
Making a Difference Every Day Best Practices Forum

Structure of the Best Practices Forum

<table>
<thead>
<tr>
<th>Opening by Senior Leadership</th>
<th>Introduction of Patient/Family</th>
<th>Interview of Patient by Patient Experience Leadership</th>
<th>Interview of Care Team</th>
<th>Thank you &amp; Closing by Senior Leadership</th>
<th>Recognition</th>
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Patient Experience and Engagement Program
Engagement of Providers
Executive Physician Coaching Program

Objectives

- Codify interaction – deeper understanding and clarity of communication components
- Foster clarity and awareness of communication fundamentals and articulate the impact – Validate and further develop communication skills
- Advance a strength-based approach to mentorship efforts
- Create meaningful, effective interactions between the doctor and the patient
Best Practices Forum Video
Questions?

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