

# Patient Engagement: Human Experience is A GROWING MOVEMENT



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## Introduction

Patient satisfaction is undoubtedly the outcome of engagement and moments experienced by the patient in the hospital. If we really introspect and think from the patients/patient family perspective all that they expect is genuine care and a personal human touch whilst they are in our care. Literature agrees upon the fact that patient's view of care certainly leads to improvement in quality. Patient experience(PX) attributes to factors such as quality care, positive clinical outcome, safety, cost effectiveness and service efficiency. Patient satisfaction helps monitor healthcare performances and provides us an opportunity to compare services and set benchmarks across different hospitals. Aster has adopted Net Promoter Score(NPS) as the index to measure and ascertain patient satisfaction. Essentially, NPS helps to gauge the loyalty of patients which is an outcome of the experience that we provide.

## Objectives

- To enhance customer experience by providing patient safety atmosphere, customer interface and engagement activities .
- To determine factors which help improving the Patient Experience across the continuum of care.
- To implement factors influencing patient engagement and enhancing patient satisfaction.
- To monitor patient satisfaction with a special focus on the correlation of these measures to patient ratings of interpersonal and performance of the hospital.
- To identify and sustain the constituents that retains the customers.

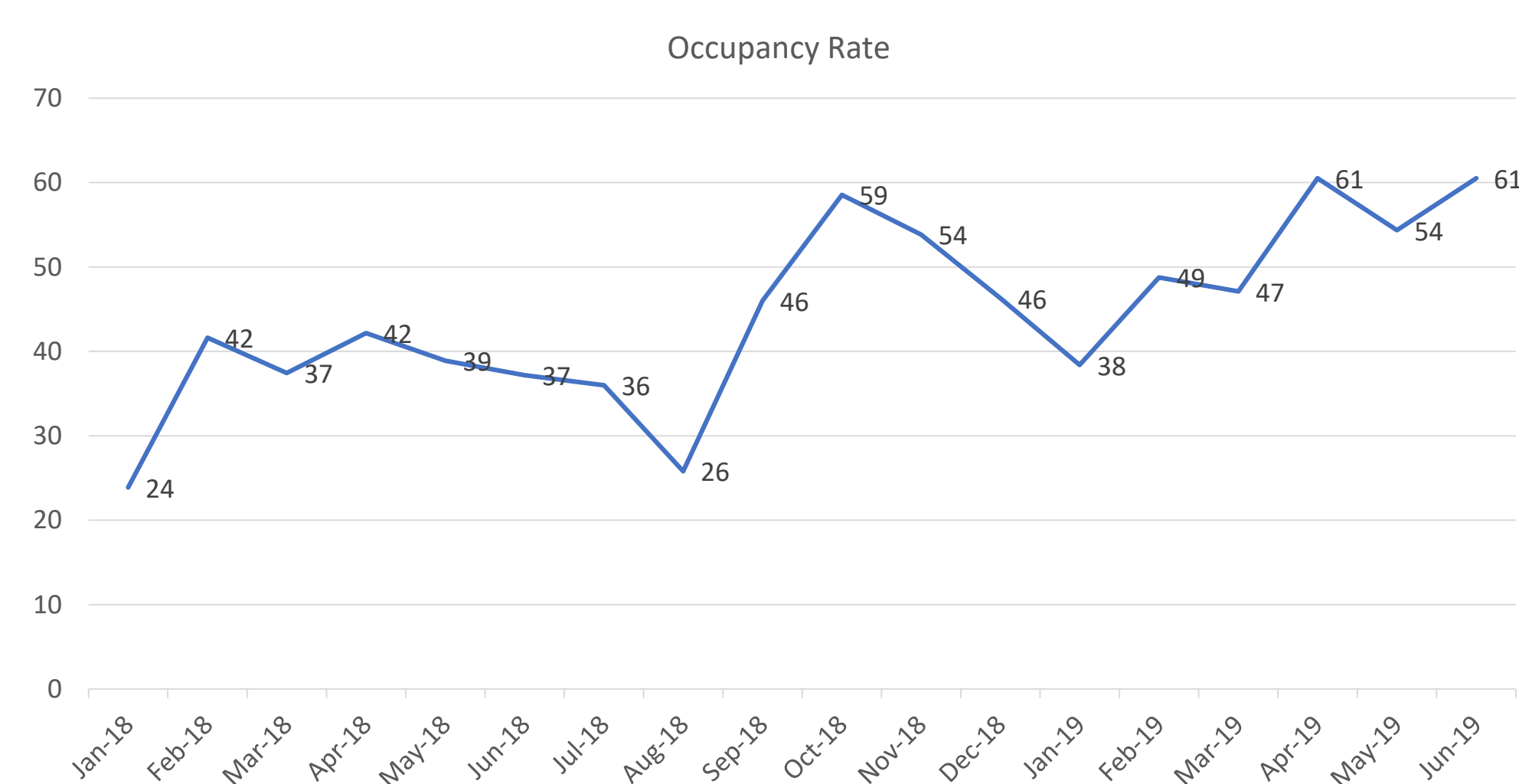
## Method & Strategy Executed

### Patient Centered Care

- Know patient views on care (interaction feedback): morning inpatient rounds by multidisciplinary team (8:00-9:00am).
- Daily huddle meeting to address concern and provides time for service recovery (10:00-10:30am).
- Timely counselling to address grievance before it get stored in patient memory and reflect on feedback.
- SOS family meeting for patients with high morbidity, any care concern etc.
- Patient education & engagement 180+ procedure specific consent forms in Arabic & English to ensure patient are well informed about outcome. Around 25+ procedure/condition specific patient education leaflet/ brochures.

### Our Promise - We Will Treat You Well

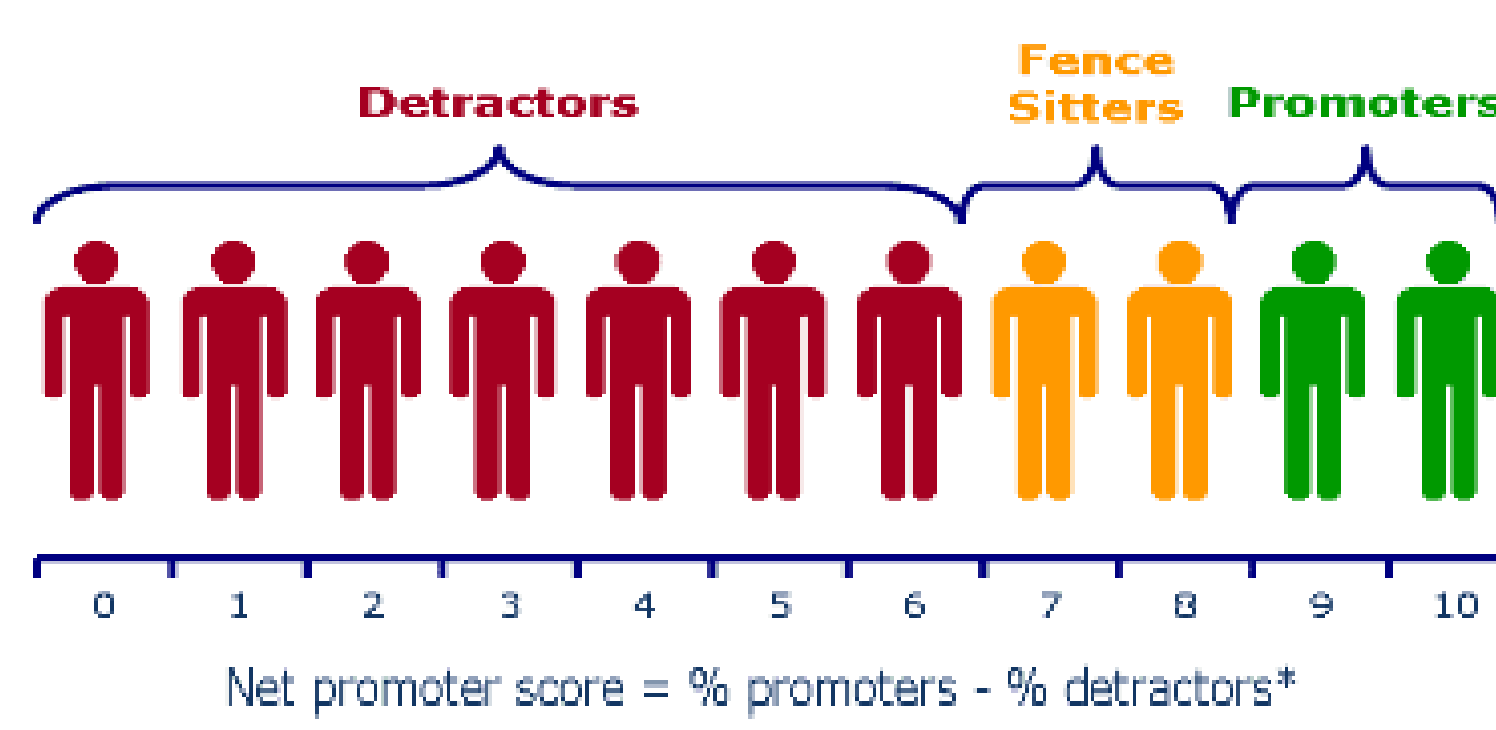
- Core training module for all concern team members.
- Employee are motivated to think, structure, and act in innovative ways to enhance PX.
- Inspires the conversion of daily interactions into memorable experience, resulting in enhanced courtesy index for nursing and customer service executive.
- Moment celebration e.g. birthday etc.



- Governance & Leadership commitment to improvement PX - personalize human touch.
- Improved inter dept. communication flow
- Improving efficiency through effective coordination and improved interdepartmental process management
- Enhance clinical care with strong focus on outcome
- Skills enhancement with special focus on soft skills right from security to all staff (pt. touch points)
- Timely - complaint & concern redressal
- Improvement in environment and facility factors
- Focusing on staff engagement, recognition & motivation. Engaged team is more productive and helps in giving better patient experience.

### Foundation – Net Promoter Score

### Result & Outcome Data from January 2018 to June 2019

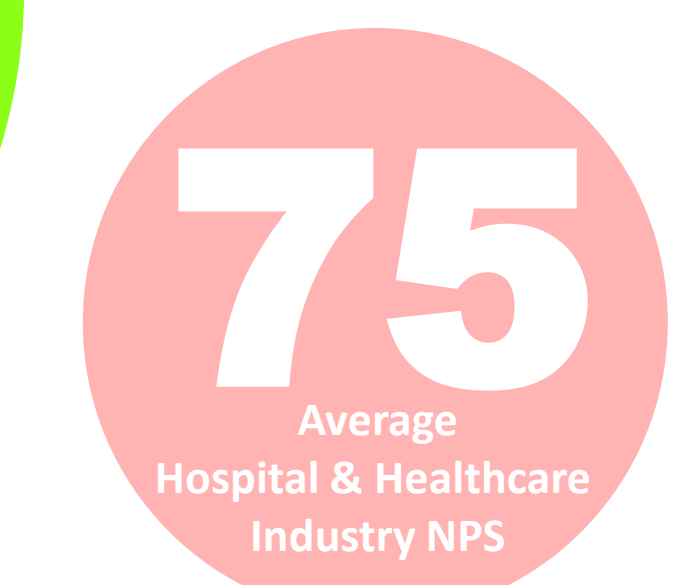


### Patient Relationship

- Adopted Aster engagement pathway for patient feedback.
- Aim to collect >90% feedbacks in inpatient services "each patient have a story to tell and hospital have opportunity to learn".
- In-house digital framework captures patient feedback and converts them into qualitative and quantitative feedback for quick follow-up and action.
- Tracking patient feedback 360° via Email, WhatsApp, Google Review, Written Feedback, Aster Webpage, Social Media, Verbal etc.

### Admission to Discharge

- Hospital rounds for elective patient who wish to have more insight about facility & services.
- In room admission & discharge process for patient comfort.
- Dedicated rooming experience that orients patients and attendees to various hospital services.
- Dedicated help desk to address guest services.
- Focus on hassle free planned discharges.
- Bravery Certificate to boost moral of kids during hospitalization.



## Conclusion, Sustainability & Way Forward

NPS score of 82 is a result of high quality of patient care which was possible in Aster Hospital because of an engaged workforce that takes pride in its day-to-day responsibilities. They are able to alleviate feelings of stress and fear in patients while instilling in them a positive approach towards treatment. One of key strategy which worked out was daily managerial rounds which helped us to resolve most of the patient & family clinical and non-clinical concerns before it reflect in patient feedback. Through small acts of kindness, they create a superior "Human Touch" patient experience. Aster Hospital inpatient service was commissioned in August 2017 and hospital occupancy has increased in last 23 months. With high/increasing occupancy, the team has effectively achieved an average 82 Net Promoter Score(NPS). Current average hospital & healthcare industry net promoter score(NPS) is 75 as per NPS Benchmark Report. It is mountainous task to address patient needs however Asterians are putting best of efforts to live up to our promise "We Will Treat You Well". Way forward is by end of December 2019 we are in process of implementing fully digital patient experience tracking platforms. It will help us in further strengthening our patient experience program.

## Reference

\*NPS Benchmarks Report - Hospital & Health Care, November 2018  
 "The One Number You Need to Grow" 2003 Harvard Business Review Article by Frederick F. Reichheld

In Collaboration with

