

Claim Your Free Registration for the 2015 Patient Experience Summit

Cleveland Clinic's annual Patient Experience: Empathy + Innovation Summit is quickly approaching. And, as a Cleveland Clinic caregiver, we would hate for you to miss out on the opportunity to attend, so the Office of Patient Experience is once again offering complimentary Patient Experience: Empathy + Innovation Summit registrations to all Cleveland Clinic caregivers.

This year's Summit will be held from May 17-20 at the Cleveland Convention Center in downtown Cleveland. We are busy planning a comprehensive agenda to ensure that attendees are exposed to the latest ideas, trends and topics, all delivered by industry experts and leaders of the global patient experience movement. Look for the agenda to be announced soon on the official Summit website, empathyandinnovation.com.

patient experience  summit

Completing your free Summit registration is easy. Go to empathyandinnovation.com and click "Registration" on the right side of the page to get started. You will receive an email confirming your order shortly after completing your registration.

Also, we are seeking submissions for speaking opportunities and abstracts. For more information and to submit, please visit empathyandinnovation.com.

*Prior to registering, please obtain necessary permission from your manager or supervisor to attend the Summit. Please note that your complimentary registration is non-transferable and can only be used by you. Your free registration does not include meals, receptions or evening activities.

To learn more about the Summit, go to empathyandinnovation.com or email pesummit@ccf.org.

CEHC Names New Medical Director

The Center for Excellence in Healthcare Communication (CEHC) and the Office of Patient Experience congratulates Katie Neuendorf, MD, who was named as CEHC Medical Director, replacing Adrienne Boissy, MD. Dr. Neuendorf officially began her new role on Jan. 1.

Dr. Neuendorf previously served CEHC as Director of Graduate Medical Training, where she led the effort to deliver patient-centered communication skills to residents and fellows. In this role, she was part of the CEHC leadership team that met the challenge of getting all Cleveland Clinic physicians trained in the one-day R.E.D.E. to Communicate: Foundations of Healthcare Communication course. Dr. Neuendorf has also developed curriculum for advanced topics in communication, such as delivering bad news and how to conduct family meetings.

"The training and education that I have received and continue to receive from my involvement with CEHC has influenced every area of my life; both professionally and personally," said Dr. Neuendorf. "There is momentum and interest in the work we are doing and the way we are doing it. I am excited to be offered the opportunity to lead an effort to which I am fully committed."

The Office of Patient Experience's mission is to ensure consistent, patient-centered care by partnering with caregivers to exceed the expectations of patients and families.



Contact Us

The Office of Patient Experience is an enterprise-wide resource for patient experience-related activities. OPE is led by Chief Experience Officer Adrienne Boissy, MD.

For more information on our programs and services, please contact the following:

Email: Send us a note at patientexperience@ccf.org

Phone: Give us a call at 216.444.7500

Intranet: Check out the One Cleveland Clinic intranet site at <http://portals.ccf.org/occ>

Internet: Visit the OPE site at clevelandclinic.org/patientexperience

This newsletter is produced by the Office of Patient Experience at Cleveland Clinic and distributed monthly. If you would like to be added to our distribution list, please email patientexperience@ccf.org.

Archives are available at <http://portals.ccf.org/occ> (click "News & Contacts" and go to the "Newsletter Archive" section).

Thanks for reading!

Coming Soon: HCAHPS Star Ratings

Healthcare reform efforts continue to change the way patients engage with the system to receive their care. Expanded care options and increased out-of-pocket costs are pushing patients to take on a greater role to manage their care and well-being.

To help patients with their healthcare decisions, The Centers for Medicare and Medicaid Services (CMS) aims to improve the usability of comparative quality information by incorporating a star rating system to their Compare websites. In April, CMS will introduce a new star rating performance display of hospital HCAHPS results. The new display will complement existing top box scores offered on the hospital compare website. CMS also plans to introduce star ratings to the Dialysis Facility and Home Health compare sites.

The star ratings represent a new standardized performance display that CMS is integrating across its comparison websites. Currently, Star Ratings are in use on the Nursing Home, Physician and Medicare Advantage compare sites.

In addition to new hospital star ratings, CMS will also introduce a new Summary HCAHPS rating, based on responses across all measures from the entire survey. This will offer consumers a single overall rating to quickly compare hospitals across all survey dimensions.

HCAHPS Star Rating Measures

In addition to the new Summary Measure, Medicare will display separate star ratings for each of the following HCAHPS measures:

HCAHPS domains

- Communication with Nurses
- Communication with Doctors
- Staff Responsiveness
- Pain Management
- Communication about Medicines
- Discharge Information
- Care Transition

Individual measures

- Cleanliness of Hospital Environment
- Quietness of Hospital Environment

Global items

- Recommend Hospital
- Overall Hospital Rating

Star Rating Assignment

While the scores are currently displayed by the percent of patients selecting the most favorable response option (e.g., Always, Yes, 9 or 10) or top box, star ratings will incorporate all survey responses and assign according to each hospital's comparative distribution to the rest. For example, hospitals with more Always and Usually responses will achieve a higher star rating than hospitals with comparatively less Always and Usually responses for a given domain.

Based on a recent dry-run of the new HCAHPS Summary measure, CMS estimated that 6% of the nation's hospitals would receive a full 5-star rating while the majority of hospitals would receive a 3- or 4-star rating.

30th Anniversary of Heart Transplant Program and the Privilege to Volunteer

A special event was held on October 15 to observe the 30th anniversary of the Heart Transplant program at Cleveland Clinic. The program is an example of a comprehensive patient experience that involves collaboration of different disciplines with patients, both pre- and post-transplant. The program continues to set a standard of care for this complex group of patients.

About 400 patients and their family members attended the event, including two survivors who received their new hearts 29 years ago. The oldest Cleveland Clinic heart recipient followed by the Heart Transplant program will turn 90 in February.

The Heart Transplant program officially began in August 1984. On average, 60 transplants are performed every year. The average age of a heart transplant patient is 54 – 55 years old. The youngest recipient at the time of the procedure was a baby who was less than one year old!

Today, four cardiac surgeons perform heart transplants at Cleveland Clinic. Twelve heart failure cardiologists, five post-transplant coordinators, four pre-transplant coordinators and one social worker complete the team and guide patients and their families through all aspects of this life-changing procedure.

Every month, a transplant support group dinner is held at the Miller Rooftop for heart transplant patients and their loved ones. These events are emblematic of an ongoing network approach for all patients who are going through the journey; awaiting a heart, using an LVAD, newly transplanted or moving forward in life with a new heart. The event's atmosphere is welcoming, open and deeply moving. It is inspiring to hear patients include "their number" during introductions. To date, 1,702 heart transplant procedures have been performed at Cleveland Clinic.

The Volunteer Services Department traditionally hosts one transplant dinner every summer. Volunteer Services' caregivers serve the meal and have the honor of mingling with guests. Each December, a holiday gathering is hosted on at the Lerner Building. This year, volunteers helped with children's holiday crafts, dessert trays and welcoming Santa to the party.

Kay Kendall, Heart Transplant Social Worker, is a true leader to patients, their families and the volunteers who dedicate themselves to enhancing the patient experience for transplant patients. Beginning her service in 2000, volunteer Suzanne Vizsolyi will mark 15 years of service in 2015. Suzanne has contributed between 200–300 volunteer hours during each year of her service, visiting with patients on J8 and helping at the monthly dinners.

Don Peshek, who began his volunteer service in 2008, declared that visiting with transplant patients is "the best job I've ever had." Don takes time to reliably train new volunteers, which has a great benefit to the overall volunteer program.

Members of the team spoke at the 30th Anniversary event. Kendall shared that a gentleman who received his heart transplant ten years ago, at age 25 after a sudden heart disease diagnosis, told the group about starting his own business, his marriage and two children. His daughter turned six that same day – he had to miss her birthday party. However, he thanked the team and said, "I will have many more birthdays with her because of my transplant."

January H.E.A.R.T.® Highlights

Welcome to H.E.A.R.T.® Highlights!

The Service Excellence and Culture team is responsible for leading Communicate with H.E.A.R.T.® efforts across the enterprise! The Service Excellence and Culture team is committed to educating caregivers on our expected service behaviors (S.T.A.R.T. with Heart®), and our service recovery model (Respond with H.E.A.R.T.®).



They also lead sustainability efforts (Answer with H.E.A.R.T.®, Coach with H.E.A.R.T.® and H.E.A.R.T.® Huddles) to reinforce a culture of exceptional service!

In addition to Communicate with H.E.A.R.T., the team educates caregivers on customer service content including:

Day of Culture

"A Day of Culture" is offered in order to introduce new residents and fellows to Cleveland Clinic's institutional and cultural expectations.

The Office of Patient Experience and the Quality and Patient Safety Institute have built on the success and strengths of Cleveland Clinic Experience and created "A Day of Culture," with focus on four key areas: cultural evolution, service excellence, safety culture and physician communication.

New Leader Orientation

The Office of Patient Experience facilitates discussion about how leaders can impact the patient experience. This session focuses on understanding HCAHPS and CGCAHPS as well as modeling, rewarding, and holding caregivers accountable to H.E.A.R.T.

Volunteer Services

Volunteers are introduced to Cleveland Clinic's upfront customer service model and service recovery model by attending a brief training that helps support caregivers in committing to a culture of service excellence and practice the Expected Service Behaviors with patients, visitors and fellow caregivers.

For more information or to register for an upcoming training session, please visit <http://portals.ccf.org/occ/PatientExperience/CommunicatewithHEART/tabid/6875/Default.aspx> or email patientexperience@ccf.org.

Caregivers trained in S.T.A.R.T. with Heart

Our goal is to achieve 100% caregiver participation in S.T.A.R.T. with Heart®, our upfront customer service model.

This key model is a part of Cleveland Clinic's foundational communication program, Communicate with H.E.A.R.T.®, which has made a significant contribution in fostering positive patient and caregiver interactions.

We are currently at 52%, keep up the great work!

January H.E.A.R.T. Training Schedule

Coach with H.E.A.R.T.

January 8, 9-11 am
Course code: CUS 197

S.T.A.R.T. with Heart

January 13, 9-11 am
Course code: CUS 210

Answer with H.E.A.R.T.

January 14, 9-11 am
Course code: CUS 212

Respond with H.E.A.R.T.

January 16, 8-9:30 am
Course code: CUS 211

**CME credits available*

To register for training, please visit the Communicate with H.E.A.R.T. page on the OPE Intranet or email patientexperience@ccf.org.

Participant Comments

"The small class size allowed us to get more in depth with role play and ask any questions we had."

"It was great to be able to role play, and use some of the suggestions we were given during the training. It helped us recognize the best approaches when coaching an employee, and gave us ideas on how to address things that might come up when you are talking to someone."

"It was a good reminder of what some consider to be common sense and also sets caregiver expectations."

Caregivers Trained



52% of caregivers have been trained in S.T.A.R.T. with Heart since 2011

Getting to Know the OPE Team: Stephanie Bayer

This month, we sat down with Stephanie Bayer, who recently began serving as director of Cleveland Clinic's Ombudsman Office. Read on to learn more about her and what inspires her to take on this unique and challenging role.

OPE: So, you're the new Ombudsman director. What made you want to take on this role?

Stephanie: My background is in law, but law never seemed a satisfying choice for me. As an attorney, your responsibility is to clean up a situation. As an ombudsman, I have the responsibility and the satisfaction to resolve issues while they occur.

In my last position, I was a Chief Compliance Officer at a start-up insurance company, which was eventually sold. I began my career in healthcare at a hospital level, so after the company was sold, I was able to come back to healthcare in this role.

OPE: What's your vision for the Ombudsman office?

Stephanie: The ombudsmen in our department have a hard job but they are absolutely incredible. My vision for the Ombudsman office is to capitalize on the data and use this information for improvement.

My goal is to create good and consistent data in how we work cases in order to help the patient's experience get better.

OPE: You have such an expansive career ranging from law to healthcare, but what is one accomplishment in your career or personal life that you are most proud of?

Stephanie: I helped to create an insurance product as an executive officer for over 90,000 members. The launch and success of the product attributed to the company being sold. As a small start-up company, this was a huge accomplishment, especially in my role as a Chief Compliance Officer, knowing that we created a product and sold a company compliantly.

OPE: What is one thing about you that people would not expect?

Stephanie: I am a big traveler. I have been to 20 countries in the past five years.

OPE: What is your favorite destination so far?

Stephanie: Ireland. Everyone is so nice and it's very green. Morocco would be a close second because of the Sahara. I had the opportunity to camp in the desert and the stars were spectacular.

OPE: How do you spend your free time?

Stephanie: I live in Ohio City, so when I am not traveling, I enjoy exploring my neighborhood and trying new restaurants. The Flying Fig is one of my favorite places in Ohio City right now.

OPE: Who or what inspires you to do your best?

Stephanie: I was raised by a single father who raised three daughters. He made a lot of sacrifices. He was kind and considerate. He took pride in serving others.

This job also inspires me to do my best. The idea that you can be a part of patient's goals to achieve wellness is awesome!

Thanks, Stephanie! The Ombudsman Office is the liaison between Cleveland Clinic and the patient in resolving problems that may arise during the course of treatment. Employees may also seek ombudsman assistance or advice with a particular situation. For more information on the Ombudsman Office, please visit <http://portals.ccf.org/occ/PatientExperience/Ombudsman>.



Stephanie Bayer
Director
Ombudsman Office

Contact Us

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