Patient Experience Summit Draws Hundreds of Global PE Leaders

More than 850 people attended the fourth annual Patient Experience: Empathy + Innovation Summit on May 19-21 at the InterContinental Hotel & Bank of America Conference Center. Attendees came from 34 states and 30 countries, representing hundreds of hospitals, healthcare systems and businesses around the world.

The Summit opened with two sessions on Sunday, May 19: “Leveraging Marketing and Communications Programs for a Great Patient Experience” and “Creating Synergy in Healthcare.” The first session, geared towards marketing, communications and social media, highlighted the trajectory of mobile technology and its impact on healthcare marketing, how healthcare organizations are using social media as a customer service tool and the power of online patient panels. It also featured a case study in using social marketing to generate word-of-mouth for local market initiatives.

The “Creating Synergy in Healthcare” session demonstrated the importance of team intelligence in developing nurses into patient advocates, ethics concepts to help nurses build moral competencies, and lessons on creating an inspired paraprofessional workforce. A discussion about better conveying empathy through embodied self-awareness concluded the session.

Dr. Toby Cosgrove, Cleveland Clinic President and CEO, welcomed attendees the morning of Monday, May 20. He was then joined by Dr. Mark Boom, CEO at the Methodist Hospital System, and UCLA Hospital System CEO Dr. David Feinberg in an insightful panel discussion, moderated by Susan Dentzer, Senior Policy Adviser for the Robert Wood Johnson Foundation, who said, “Engaging patients in patient-centered care can cure a lot of what ails healthcare. We can prevail against these issues if we put the patient front and center.”

Cleveland Clinic patient Pam McCary and her husband, Steve McCary, addressed the audience with their personal hospital experience and the influence that a caring, compassionate and communicative staff can have on patients, their family members and the healing process. “We left the hospital with a renewed sense of sovereignty,” said Steve McCary. “I got to see ‘Patients First’ lived out and I was inspired.”

Michael Yang, President at Janssen Pharmaceuticals, Inc., part of the Johnson & Johnson family of companies, talked about the breathtaking pace of medical innovation and how these innovations are going to be defined by outcomes related to the patient experience.

An inspiring lunch session on Tuesday, May 21, was led by Patrick Ryan, CEO, Press Ganey, as he moderated a panel featuring Dr. Dierdre Mylod, Vice President of Hospital Services and Press Ganey co-founder, Dr. Irwin Press. Interesting insights on the rise in importance of the patient experience were given by both panelists. “Patient satisfaction and the patient voice have both become fully institutionalized. They will ultimately be taken as seriously as clinical processes and standards,” said Dr. Press, as he described his experiences. “If patient satisfaction isn’t part of your report to your organizational trustees, it will never improve.” (continued on page 4)

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.

Who We Are

The Office of Patient Experience is an enterprise-wide resource for patient experience-related activities and consists of the following units:

**Best Practices (Mary Linda Rivera, Sr. Director):** Promotes the awareness of best practices to improve HCAHPS scores and the patient experience

**Data Intelligence (Carmen Kestranek, Sr. Director):** Manages patient feedback from several sources to provide insight on how patients perceive their experience

**Operations (Stacie Pallotta, Sr. Director):** Includes our Service Excellence & Culture, Healing Services, Volunteer Services and Outreach & External Partnerships programs

**Patient & Provider Relations (Jennifer Fragapane, Sr. Director):** Consists of the Ombudsman Office, Patient Facilitated Services and Referring Physicians resources (Physician Relations, Provider Communications and the Referring Physicians Hotline)

For more information, visit our Intranet site at portals.ccf.org/occ/PatientExperience, email PatientExperience@ccf.org or call x47500.
Save the Date: Summer Patient Experience Educational Forum to Take Place on July 30

Mark your calendars for July 30, 2013, as our popular Patient Experience Educational Forum returns to the Intercontinental Hotel and Bank of America Conference Center on main campus from 7 a.m.-noon. The summer Forum, put on by the Office of Patient Experience, is a half-day event that will provide caregivers with an opportunity to learn more about key patient and employee experience issues to help them succeed in their roles and enhance the experience for our patients and their families - all at no charge!

Registration for the Summer Patient Experience Educational Forum will be open to all CCHS caregivers from June 11 through July 23, or until capacity is reached. Included in the free registration is a continental breakfast. Parking validation will also be included for attendees who do not work on main campus or have a main campus parking assignment. We ask that all who are interested please confirm your attendance with your manager or supervisor prior to registering.

More details, including additional registration information and a program agenda, will be available on the OPE intranet site at: http://portals.ccf.org/occ/PatientExperience/PEEducationalForum/tabid/11233/Default.aspx. As with past Forums, we expect it to fill quickly, so don’t hesitate to register as soon as possible. If you have any questions about the Forum, please contact Isaac Kidd at kiddi@ccf.org or 216.422.5208. We hope to see you there!

Nominate Your Fellow Caregivers for a Patient Experience Award

Do you know someone who goes above and beyond their role in order to provide exceptional service? Or, are you part of a team that has sustained a patient experience best practice and seen proven results? If so, fill out a nomination for a Patient Experience Award!

We are currently accepting nominations for Patient Experience Awards. Nominations can be submitted for the following categories:

The Exceptional Service Awards will recognize three individual caregivers for displaying outstanding behaviors related to the consistent use of the Communicate with H.E.A.R.T. model, demonstration of “Serving Leader” qualities and/or providing exceptional service above and beyond his/her defined role. The deadline for nominations is Friday, June 21 at 5 pm.

Our Best Practice Awards will be given to teams that use process and outcome measures to improve performance and, ultimately, the patient experience. The Best Practices award recognizes effective use of process and performance measures to improve, and leaders who promote the use of performance improvement to enhance patient centered care. The deadline for nominations is Wednesday, June 19 at 5 pm.

Winners will be recognized at the Patient Experience Educational Forum on July 30. Caregivers and teams from any CCHS facility are eligible for the awards. Volunteers and contracted workers are not eligible.

For more information on these awards and the nomination process, visit the OPE intranet site at http://portals.ccf.org/occ and click on the Patient Experience Education Forum link on the left-hand side of the page. To submit a nomination, visit http://survey.clevelandclinic.org/TakeSurvey.aspx?SurveyID=74KH4m75L.

Sign Up for Your Free AFPE Membership!

The Association for Patient Experience (AFPE) is a nonprofit organization established by Cleveland Clinic to support healthcare professionals, patients and their families by improving the patient experience. Committed to advancing the patient experience and positively impacting the global delivery of patient-centered care, AFPE consists of hundreds of members across the country and around the globe.

Recently, AFPE reorganized its membership structure, which now includes free basic memberships. A basic membership provides the following:

- Access to all areas of AFPE’s website, www.patient-experience.org
- Inclusion on the distribution of member communication
- The opportunity to connect with other professionals to share knowledge and experience with peers via the member discussion forum and online member directory

To sign up for a basic membership and receive these great benefits, and stay up-to-date on the latest patient experience news, visit http://www.patient-experience.org/Membership/Become-A-Member.aspx today!
90 & Beyond to Partner with Institutes and Hospitals to Improve the Patient Experience

90 & Beyond is an improvement process that systematically addresses the current state of patient experience in organizations across the enterprise. Based on the success and the lessons learned from the 90 In 90 initiative, 90 & Beyond identifies organizational strengths and opportunities, generates plans for improvement, provides resources, measures the effectiveness of improvement strategies and celebrates success.

90 & Beyond partners institutes and regional hospitals with the Office of Patient Experience to develop strategies to improve their patients’ experience today, tomorrow and continuing forward. We use publicly-reported CAHPS scores to measure our performance and benchmark against all other healthcare organizations across the country. While Cleveland Clinic scores continue to improve, so too do the scores of rest of the nation’s healthcare providers. Additionally, while past efforts have focused on inpatient care, outpatient care is now being included.

90 & Beyond will last approximately six months in each institute, which includes a 90-day measurement period at the end. 90 & Beyond is not an initiative with a beginning and an end. It is a period of time where a concentrated effort, supported by the OPE, is dedicated to improving the patient experience in the short term, creating plans for sustainability and promoting continuous improvement going forward – and BEYOND.

From the 90 In 90 experience, we have identified four key success factors:

- **Institute Ownership:** This is not about OPE telling institutes and hospitals what to do and how to get better. This is an organization-led effort leveraging the resources of the OPE.

- **Leadership Engagement:** As with any process, the success of the efforts often lies in the “buy in” of the leadership. Hospital presidents and Institute Chairs and their leadership teams are the drivers for achieving our goals.

- **Action Plan Development:** The organization and OPE will spend time and effort exploring the culture, the processes and the environment. From this, we will identify opportunities for improvement. Putting together an action plan will work to maintain focus on the project at hand and will be a living document to refer to monitor progress.

- **Education and Awareness:** Continuing to improve our patients’ experience is a dynamic and infinite process, and we need to keep the excitement alive about being the best at what we do. As new caregivers come on board and seasoned ones become content, there needs to be ongoing energies to drive the process upward.

The Digestive Disease Institute has started on its journey to 90 & Beyond, and soon the process will be moving to the regional hospitals, starting with Lutheran. Follow their evolution as we update you with progress reports. A full schedule of future institutes and hospitals is coming soon.

---

**Transdisciplinary Holistic Care Course Honors Grads**

On May 22, the second class of caregivers graduated from the Transdisciplinary Holistic Care Education Program with either a 100- or 400-hour certificate in holistic care.

Graduates range from regional Healing Services Caregiver team members to staff nurses, clinical pastoral education students and Healing Services volunteers. This most recent group of graduates participated in the program from October 2012 through May, attending class for a half-day each week.

The Transdisciplinary Holistic Education Program is a partnership between the Office of Patient Experience and the Center for Ethics, Medical Humanities and Spiritual Care.

The program teaches self-processing and awareness skills for caregivers, the theory of holism and holistic assessment, and interactive, hands-on inpatient training. The course is instructed by directors of Healing Services and Spiritual Care as lead faculty as well as team members from both teams as adjunct and participating faculty.

The next course is currently being planned for late 2013 or early 2014, and will open to all caregivers. For more information about this or other educational programs from Healing Services, please contact the Healing Services line at x59543.

---

**Sign Up for a H.E.A.R.T.® Huddle Training Session!**

Have you tried a H.E.A.R.T. Huddle? Join us for a 1 hour H.E.A.R.T. Huddle training session on June 11th! Come share best practices and learn new ways local leaders are able to sustain a service culture.

Dr. Mylod cited her own patient experiences, stating, “Nobody comes to a healthcare facility because they are delighted. They come because they are suffering. We can help to reduce the suffering we create.”

Tuesday afternoon featured an engaging panel of Chief Nursing Officers, including Kelly Hancock (Cleveland Clinic), Heidi Crooks (UCLA Health System), Marilyn Dubree (Vanderbilt University Medical Center) and Fairview Hospital’s Deborah Small. Each emphasized the importance of a well-trained and engaged nursing staff, and how all functions within a caregiver’s role have a direct connection to patient care and patient experience.

Kerry Bodine, Vice President and Principal Analyst at Forrester Research, closed out the day with a look at customer experience in the age of the consumer. “Companies who will dominate the market are those who truly understand their customers and engage with them in meaningful ways,” said Bodine.

During the three-day Summit, many panelists and presenters shared their thoughts on a wide variety of topics related to the patient experience in small-group breakout sessions, including creating and sustaining a culture of service excellence, strategies for tackling HCAHPS improvement initiatives, physician engagement and communication, integrating data, leadership and best practices in a patient experience strategy, hospital architecture, hospital art and medicine and many more. Visit empathyandinnovation.com for the full agenda and presentations.

Additionally, more than 100 attendees participated in a half-day session on the morning of Wednesday, May 22 titled, “Patient Experience Challenges and Strategies Internationally,” while a small group of attendees participated in Cleveland Clinic’s day-long “Foundations of Healthcare Communication” course.

In addition to our attendees, we also thank Johnson & Johnson Health Care Systems, Inc. (Premier Sponsor); Press Ganey and RL Solutions (Platinum Sponsors); and LogicJunction, Inc. (Gold Plus Sponsor) for their tremendous support, as well as all Cleveland Clinic caregivers and OPE team members who made this tremendous event possible.

Get to Know the Team - Laurie Zahar

Each month, we will profile an OPE team member and ask him/her a few fun questions. This month, we’re featuring Laurie Zahar, a Senior Project Manager, working primarily on Referring Physician-related projects, who has been at Cleveland Clinic for 7 years.

Describe yourself in 5 words or less.
Laurie: Looking forward to retirement!

What’s your favorite thing to do in Cleveland?
Laurie: Going to the lunch counter at Gallucci’s! It’s Cleveland best kept secret, and is the perfect fix when I’m having a lousy day.

If you won $1 million today, what’s the first thing you would do?
Laurie: Buy a small farm and rescue dogs – old dogs that nobody wants anymore and allow them a proper retirement.

Laurie, thanks for letting us get to know you!