

Swank HealthCare's HCAHPS Performance Improvement Series drives improved patient experience scores



SUMMARY

SETTING: Lodi Health, California

PROBLEM: Lagging performance in patient experience surveys, creating vulnerability in government reimbursement funding and exposure among competition

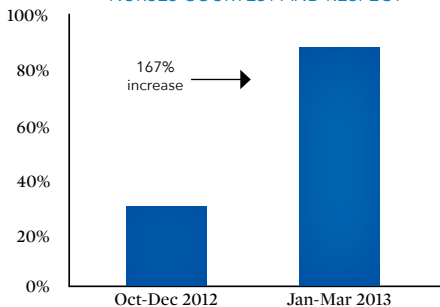
SOLUTION: Swank HealthCare's HCAHPS Performance Improvement Series incorporated into required training

RESULTS: Higher awareness and engagement among staff led to improved patient experience scores and reliable government reimbursement funding

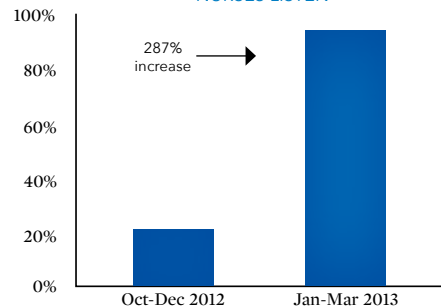
As many hospitals around the nation struggle with their HCAHPS scores, Lodi Health of Lodi California decided they needed to take action. In searching for a product that would educate their entire staff on the importance of Service Excellence, Lodi contacted Swank HealthCare about their HCAHPS Performance Improvement Series.

Once the series was completed, Lodi Health employees embraced the training, with nearly 3,000 modules completed in the first full month of availability. On average, nearly 2,000 modules were completed each month during the 6-month training implementation. In result, Lodi Health noticed an increase in their patient experience scores.

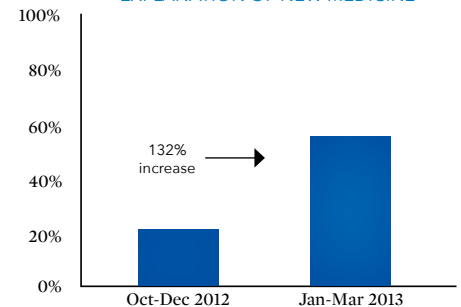
NURSES COURTESY AND RESPECT



NURSES LISTEN



EXPLANATION OF NEW MEDICINE



For more information on how you can implement the HCAHPS Performance Series in your hospital, Please call 1-877-227-0325 or email info@swankhealth.com today!

Swank HealthCare's

HCAHPS Performance Improvement Series

drives improved patient experience scores



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BACKGROUND

Lodi Health is a non-profit health system owned by the Lodi Memorial Hospital Association and accredited by The Joint Commission. The system's businesses, headquartered in Lodi, California, include an inpatient hospital, an emergency department, several medical practices and a number of health businesses. Lodi Health's mission is to provide quality medical care, via best-practice medicine and sophisticated technology, education and support services.¹

Lodi Health's Education Department is led by Donna Schulz, an RN, MSN, CDE. The department's eight-person team oversees training and education for a staff of approximately 1,300 employees at Lodi Memorial Hospital, an acute care hospital with 190 beds and approximately 6,500 admissions each year.²

Ms. Schulz and her team also work closely with the Service Excellence Council, a task force created to address the improvement of HCAHPS scores and to improve quality and safety of care.

PROBLEM

The Centers for Medicare & Medicaid Services (CMS) and the Agency for Healthcare Research and Quality developed the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) Survey to provide a standardized tool and methodology for measuring patients' perspectives on hospital care. These results are reported to the CMS, which then reviews the data and posts the results for six composite topics, two individual topics and two global topics on the Hospital Compare website. Hospital-level results are publicly reported four times a year, and HCAHPS results are reported for four quarters of data on a rolling basis.

Lodi Health uses PRC to manage their quarterly patient experience surveys, with results reported into the CMS for the resulting annual HCAHPS scores. Patient surveys received in 2012 revealed scores not reflective of Lodi Health's mission and goals. Specific examples from the October-December 2012 period include the following:

- Three questions of the nursing communication section, the percentage of patients reporting always for the category "Nurses Courtesy and Respect" was 32.9%, "Nurses Listen" was 23.8%, and "Nurses Explain" was 32.8%.
- Two questions of the communication about medicine category, the percentage of patients reporting always for the category "Explanation of New Medicine" was 24.1% and "New Medicine Side Effects" was 73.4%.
- The percentage of patients ranking Lodi Hospital in the 9-10 ranking for "Overall Hospital Rating" was 54.8%.

Higher HCAHPS scores lead to full reimbursement from CMS, whereas lower scores can lead to a reduced reimbursement. In addition, with scores readily available online, consumers are able to compare hospitals and make informed choices about where to go for their care needs.

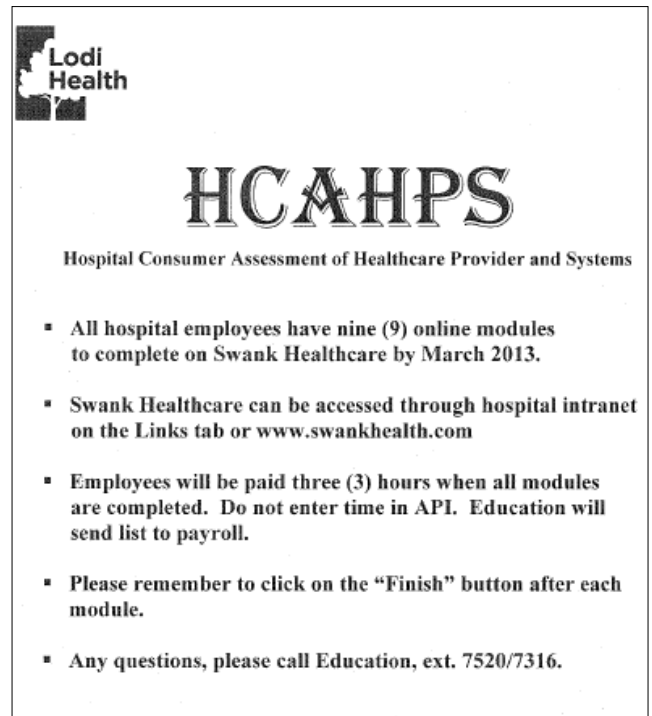
SOLUTION

In searching for tools to improve these survey results and better position the hospital for full reimbursements and competitive advantage, Lodi Health turned to their longtime educational partner, Swank HealthCare. Lodi Health uses Swank Learning Management Systems® and the full library of CE/CME courses and regulatory training for ongoing staff training and enthusiastically added the HCAHPS Performance Improvement Series modules into their curriculum in October 2012.

The HCAHPS Performance Improvement Series was developed in partnership with Custom Learning Systems to help hospitals improve the patient experience and maximize reimbursement from the Centers for Medicare and Medicaid Services through high HCAHPS performance and increased satisfaction. This turnkey solution, which educates and engages staff on how to impact the patient experience, was built on two years of research into the leading best practices for improving patient perceptions. The series includes an introduction to HCAHPS and individual modules that cover each of the HCAHPS domains of care.

All hospital employees were required to complete nine online modules by March 2013. Employees were paid three hours of non-productive time when modules were completed. The modules were available via the hospital's intranet or at www.swankhealth.com/lodi, allowing employees to complete the training anywhere with Internet access. The Education Department made computers available for any employees without computer access.

Fliers announcing the training requirement were posted throughout the hospital (Figure 1) and an email was sent to all employees with detailed instructions on how to complete the training (Figure 2).



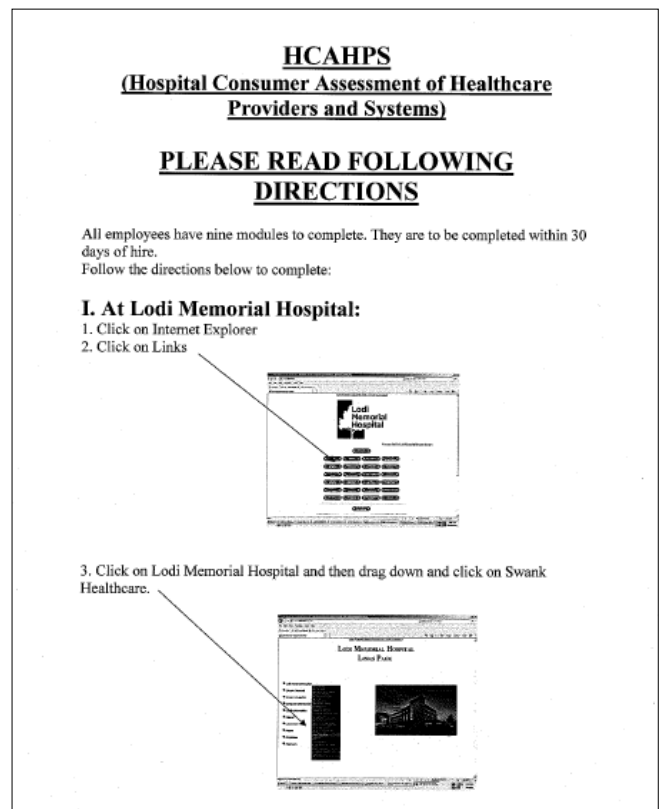
Lodi Health

HCAHPS

Hospital Consumer Assessment of Healthcare Provider and Systems

- All hospital employees have nine (9) online modules to complete on Swank Healthcare by March 2013.
- Swank Healthcare can be accessed through hospital intranet on the Links tab or www.swankhealth.com
- Employees will be paid three (3) hours when all modules are completed. Do not enter time in API. Education will send list to payroll.
- Please remember to click on the "Finish" button after each module.
- Any questions, please call Education, ext. 7520/7316.

FIGURE 1



HCAHPS
(Hospital Consumer Assessment of Healthcare Providers and Systems)

PLEASE READ FOLLOWING DIRECTIONS

All employees have nine modules to complete. They are to be completed within 30 days of hire.
Follow the directions below to complete:

I. At Lodi Memorial Hospital:

1. Click on Internet Explorer
2. Click on Links

3. Click on Lodi Memorial Hospital and then drag down and click on Swank Healthcare.

FIGURE 2

RESULTS

Employees embraced the training, with nearly 3,000 modules completed in the first full month of availability. On average, nearly 2,000 modules were completed each month during the 6-month training implementation from October 2012 through March 2013.

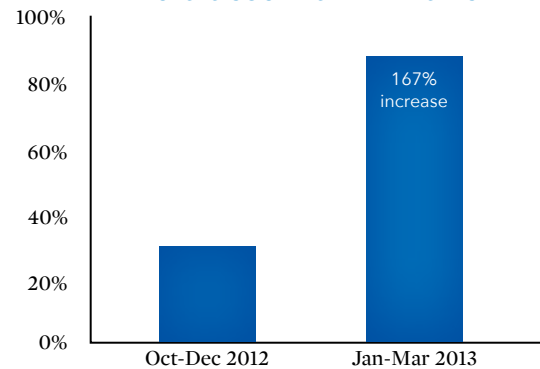
In the period immediately following the initial training availability, patients were returning improved scores. The scores for the same three areas highlighted previously increased as follows:

- Three questions of the nursing communication section, the percentage of patients reporting always for the category “Nurses Courtesy and Respect” was 87.9%, “Nurses Listen” was 92.1%, and “Nurses Explain” was 76.2%.
- Two questions of the communication about medicine category, the percentage of patients reporting always for the category “Explanation of New Medicine” was 55.9% and “New Medicine Side Effects” was 85.2%.
- The percentage of patients ranking Lodi Hospital in the 9-10 ranking for “Overall Hospital Rating” was 60.3%.

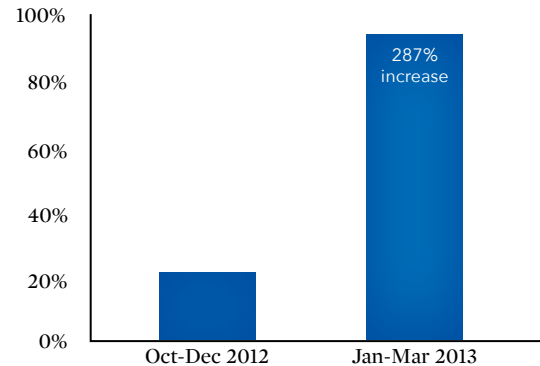
See Figures 3, 4 and 5 for a comparison of fourth quarter 2012 and first quarter 2013 scores in these areas. The scores showed dramatic improvement coinciding with the ongoing training program.

Nursing Category

NURSES COURTESY AND RESPECT



NURSES LISTEN



NURSES EXPLAIN

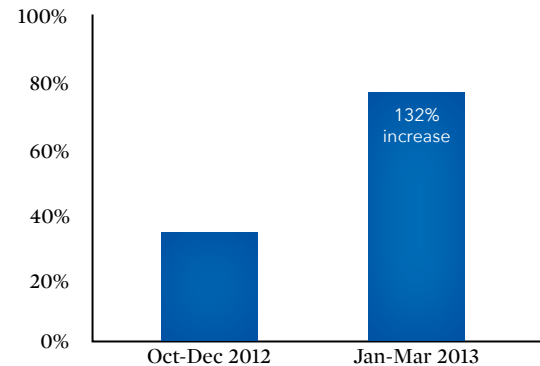
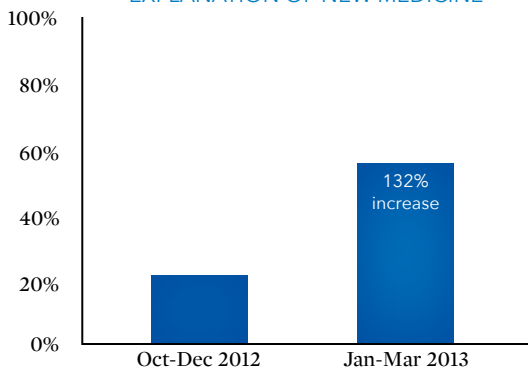


FIGURE 3: Nurse communication scores October-December 2012 compared with January-March 2013.

New Medicine Category

EXPLANATION OF NEW MEDICINE



NEW MEDICINE SIDE EFFECTS

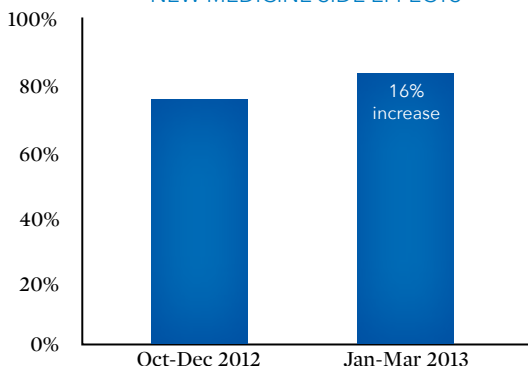


FIGURE 4: Communication about Medicine scores October-December 2012 compared with January-March 2013.

Overall Hospital Rating

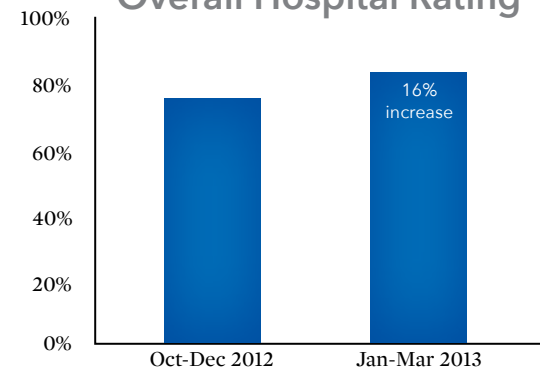


FIGURE 5: Overall Hospital Ratings scores October-December 2012 compared with January-March 2013.